OUR PRICE 25c CHEAP

BUY MAD

IND

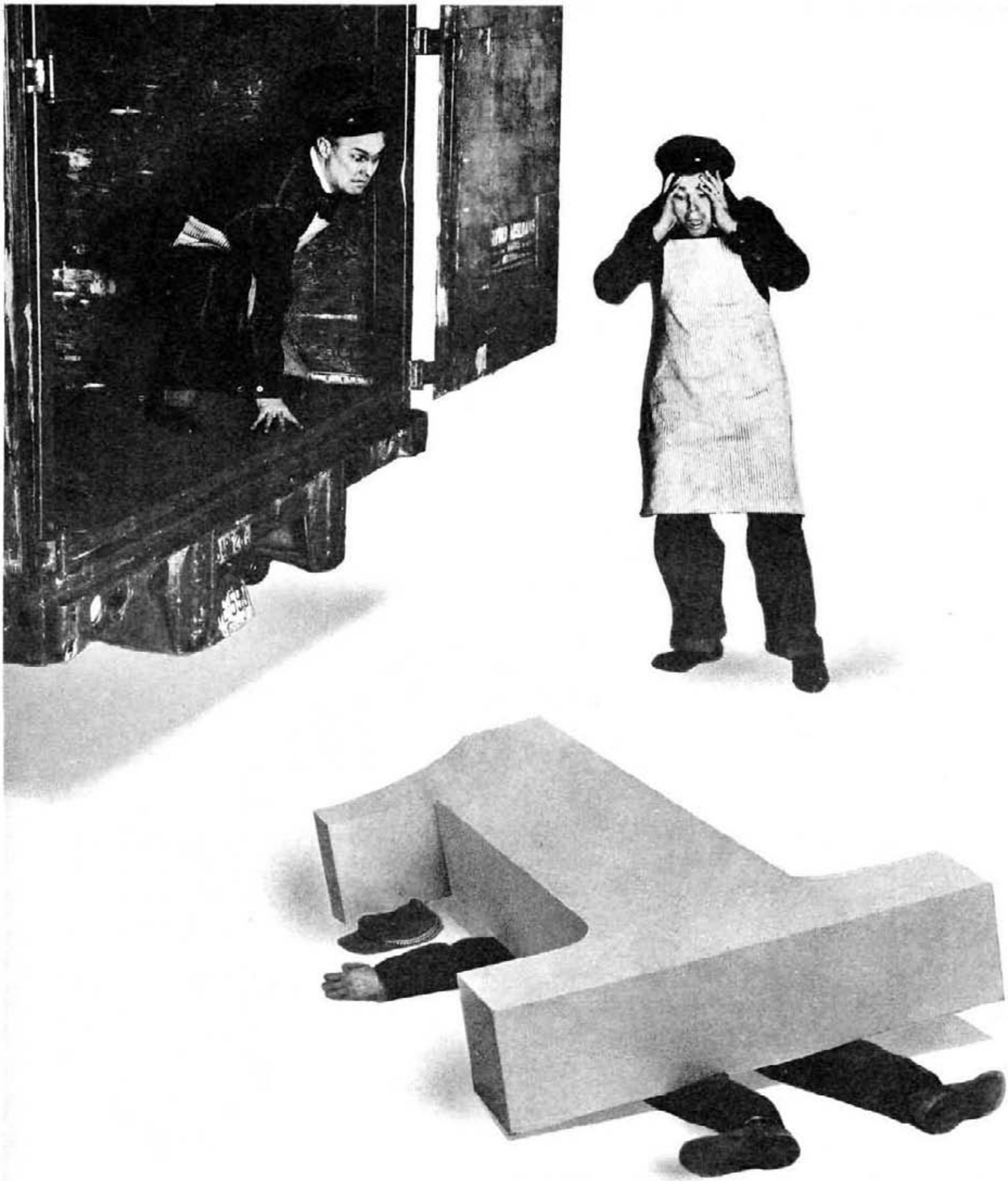
No. 81

Sept. '63



...AND HAVE A BALL!

MAINLY, AFTER YOU FINISH READING, YOU END UP BEHIND IT!



PHOTOGRAPH BY NUMBER 1 LENSMAN, LESTER KRAUSS

Watch out for <u>this one</u>!

When they deliver those gigantic "number 1's," you'll need all the insurance you can get! Because they weigh two tons, and they've crushed delivery men, bystanders, and everyone else they've fallen on! What's it all for? Who knows? Some insane insurance company keeps sending them out. Near as we can figure, it's their demented way of showing us how badly we need protection. Protection from psychopathic insurance companies, it seems to us!

NATIONWIDE WARNING

BEWARE OF CRAZY INSURANCE COMPANIES

NUMBER 81 SEPTEMBER 1963

MAD

"You never know how many friends you have until you rent a Summer place!"
Alfred E. Neuman

PUBLISHER: William M. Gaines **EDITOR:** Albert B. Feldstein

ART DIRECTOR: John Putnam **PRODUCTION:** Leonard Brenner
ASSOCIATE EDITORS: Jerry De Fuccio, Nick Meglin
LAWSUITS: Martin J. Scheiman **PUBLICITY:** Richard Bernstein
SUBSCRIPTIONS: Gloria Orlando, Celia Morelli, Nelson Tirado
CONTRIBUTING ARTISTS AND WRITERS:
The Usual Gang of Idiots

DEPARTMENTS

**Various Places Around The Magazine

MAD—Sept., 1963 Vol. 1, Number 81, is published monthly except February, May, August and November, by E.C. Publications, Inc., at 850 Third Avenue, New York 22, New York. Second Class Postage paid at New York, N. Y. Subscriptions, 9 issues for $2.00 in the U.S. Elsewhere, $2.50. Allow 6 weeks for change of address to become effective.

VITAL FEATURES



MAD looks around at all the items labeled "New"—"Perfected"—"Improved"—and figures the originals must've been pretty lousy.



Hollywood movie monsters seem to be getting more and more disgusting, but **MAD** tops them with these every-day-life "horrors".



We were going to write a very clever five-line gag about this article . . . but a funny thing happened on the way to the typesetter.



Anticipation, separation, and relaxation is exactly what Summer Camp means —to parents! But some kids might enjoy going anyhow!



This article has tips on how not to waste valuable time watching TV ads. You can waste even less time by skipping this article.



Teenagers can avoid much unbearable suffering with these new "wonder drugs". Now if somebody can come up with a drug for **MAD**—



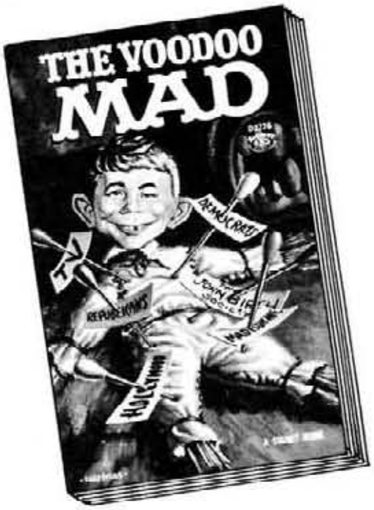
We show what comic strip characters would be like if they behaved as "real" people — proving that they are better read than dead!



This **MAD** satire of them "do-it-yourself" mags is really sour grapes since we're all thumbs up here. So we "done-it-ourselves"!

HEX MARKS THE SPOT

... MAINLY THIS SPOT—WHERE WE TRY TO SELL OUR LATEST POCKET-SIZE BOOK:



ENJOY THE OL' BLACK-AND-WHITE MAGIC OF MAD'S SATIRICAL NEEDLINGS—FOR 50c

use coupon or duplicate

MAD POCKET DEPARTMENT
850 Third Avenue, New York 22, N. Y.

☐ PLEASE SEND ME "THE VOODOO MAD" ☐ I ENCLOSE 50c

ALSO PLEASE SEND ME:

☐ The MAD Reader ☐ Like MAD
☐ MAD Strikes Back ☐ The Ides of MAD
☐ Inside MAD ☐ Fighting MAD
☐ Utterly MAD ☐ The MAD Frontier
☐ The Brothers MAD ☐ MAD In Orbit

I ENCLOSE 35c FOR EACH

ALSO PLEASE SEND ME:

☐ The Bedside MAD ☐ Don Martin Steps Out
☐ The Son of MAD ☐ Don Martin Bounces Back
☐ The Organization MAD

I ENCLOSE 50c FOR EACH

NAME____________________

ADDRESS____________________

CITY________________ZONE_____

STATE____________________

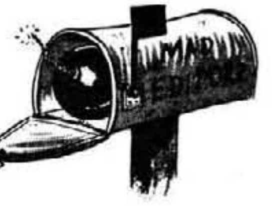
Check or money order only—**NO CASH** accepted
On orders outside U.S.A. add **10%** extra

CHEAPER THAN EVER!



Yep, it looks like our publisher is getting cheaper than ever! He keeps insisting we run these ads offering full-color portraits of our **"What—Me Worry?" kid, Alfred E. Neuman.** They're suitable for framing or for wrapping fish. So if you want them, simply mail **25c** for each to: **MAD,** Dept. "What — Color?", 850 Third Avenue, New York City 22, New York.

LETTERS DEPT.



SUMMIT MEETING

I was about up to here with President Kennedy bits, but your article, "If They Held A Summit Meeting At The White House" was great!

Denise Ford
Brownsville, Texas

Satire in good taste is healthy and desirable, but uncontrolled satire should not destroy respect. Take heed: your jokes on the intimate relations of the Kennedy family are quite, quite stale.

No Name Given
University of California at Davis

Speaking as a Catholic, a Democrat, and a New Englandah, I can only say that "If They Held A Summit Meeting At The White House" was the funniest, most trenchant satire I've seen in the last 2 or 3 years. It far outdoes Mort Sahl or "The First Family." Both caricatures and dialogue were superb.

Howell Chickering, Jr.
Bloomington, Indiana

A CANADIAN BACON

I'd like to thank you for a wonderful magazine. It's nice to read such satirical wit in such a pleasing presentation. Your satire of the "Yellow Pages" advertisements was priceless. I'd like to say more, but unfortunately I'm exhausted. I'm not used to this idea: I let my feet do the writing!

Jack Harrison
Montreal, Quebec

NEWSPAPER STRIKE-BACK

In a recent edition of the "Seattle Times," one of the jokes in the humor column came from MAD. The paper then went on to refer to your magazine as "that zany humor publication."

David C. Utevsky
Seattle, Washington

That's funny! We've always referred to the "Seattle Times" as "that zany humor publication!"—Ed.

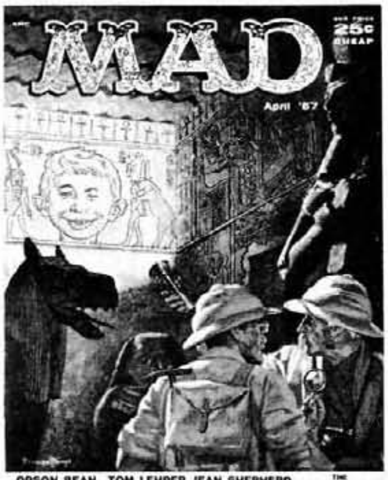
TUT-TUT!

The enclosed is a photograph of the relief carved into the gilt wood box encasing Tut-Ankh-Aman's sarcophagus, now in the National Museum, Cairo. I'd say there was plenty to worry about!

Ian Graham
Suffolk, England



What—US worry? We knew it all the time! Take a look at the cover of MAD #32!—Ed.



HELP US TO CLEAR OUR HEADS!

Because we're all stuffed up with 'em! Order your



I enclose

$___ for:

☐ 5½" Bust(s) @ $2.00 ea.

☐ 3¾" Bust(s) @ $1.00 ea.

Check size(s) and enclose proper amount

BISQUE CHINA BUST OF ALFRED E. NEUMAN

MAD BUST
850 Third Avenue, New York 22, N. Y.

NAME____________________

ADDRESS____________________

CITY________________ZONE_____

STATE____________________

(NO ORDERS SHIPPED OUTSIDE THE U.S.A.)
Check or money order only—**NO CASH** accepted

FINK ALONG WITH MAD

As a long-time fan of MAD, I was nuts enough to be the first deejay to play your new "Fink Along With MAD" album. By the way, the record makes a terrific flying saucer. I found that out when our Program Director ripped it off the turntable, ran to the nearest open window, and skimmed it across Central Park. Some guys just aren't as "mad" as others!

Pete Myers
WINS Radio
New York City



Pete Myers And Friend

Congratulations! You've done it again! I've just finished listening to your new "Fink Along With MAD" record album. It's a scream. The family is still rolling around on the floor, laughing.

Doug Poust
Warren, Pa.

I just wanted to say that I think both your MAD records are the best albums ever recorded. However, even if Alfred E. Neuman tried again, he would never be able to equal "It's A Gas!" Congratulations on the funniest band ever cut!

Gary J. Bandur
Chicago, Illinois

Your "MAD Extra" on the "Fink Along" record was the greatest yet! Only MAD would have the idiotic nerve to present a song and then interrupt it with the sound of a phonograph arm skidding across a record. I jumped ten feet! I thought it was my set!

John Bienstock
New York City

THAT'S YOUR VICE, BOY!

I've been reading MAD, and I've been reading other trash magazines, and I've come to this conclusion: I've found
Some too strong;
Some too light;
But MAD has got
The trash that's right!
That's right! That's right!

Paul Windish
Burlingance, Calif.

ALFRED'S BRIGHT SAYINGS

I have one question: How can an idiot like Alfie make such wise comments and truthful observations like those on the index page every issue?

Jimmy R. Thompson
Fairborn, Ohio

I think that the best part of MAD Magazine is the quotation by Alfred E. Neuman on Page 1. This works out very economically as I can read it in the book shop and clear out before I'm asked to buy the heap of garbage wrapped around it.

Thomas R. Strickland
Brisbane, Australia

DEMOCRACY INACTION

I can remember when, to get a copy of MAD, I had to travel miles from home to a little dive which specialized in hard-to-get *publications*. Now, *not* only *is* MAD sold in respectable drug stores, but it's even well-known enough to receive mail from half-way around the world with no other address than Alfred E. Neuman's picture. (Letters Dept., MAD #79.) Such a success story could happen only in the United States. Anywhere else—you would have been tarred and feathered after you published your first issue.

Stephen Billard
Washington, D.C.

WHAT KIND EDUCATION?

When I received my MAD pocket-size book order, I noticed that the outside address label states that the package contains "Educational Material." How do you figure that?

Craig Barnard
Kalamazoo, Michigan

We figure that after you see what you got, you'll have learned your lesson!—Ed.

Please address all correspondence to:
MAD, Dept. 81, 850 Third Avenue
New York City 22, New York

AND THE BRAND PLAYED ON DEPT.

IMPROVED!

Doesn't it seem rather odd to you that so many products on the market these days carry words like "IMPROVED," "PERFECTED," "NEW" and so forth on their package labels? Well, this means only one thing to us: The original products were "OLD," "UNIMPROVED," "UNPERFECTED"

LABELS WE SH





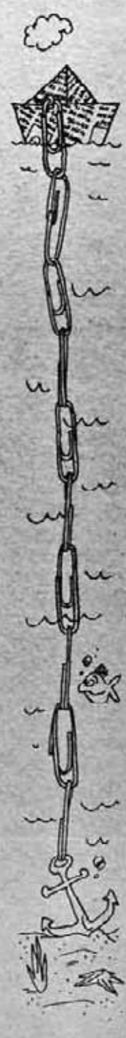
PERFECTED! NEW!

and so forth! (Un-so forth?) Anyway, to play it fair, MAD feels that products should carry labels that warn unsuspecting consumers that the contents therein are not the best possible, nor the most developed. F'rinstance, compared to their recent counterparts, here are some . . .

OULD'VE SEEN

PHOTOS BY LESTER KRAUSS
WRITER: DICK DE BARTOLO





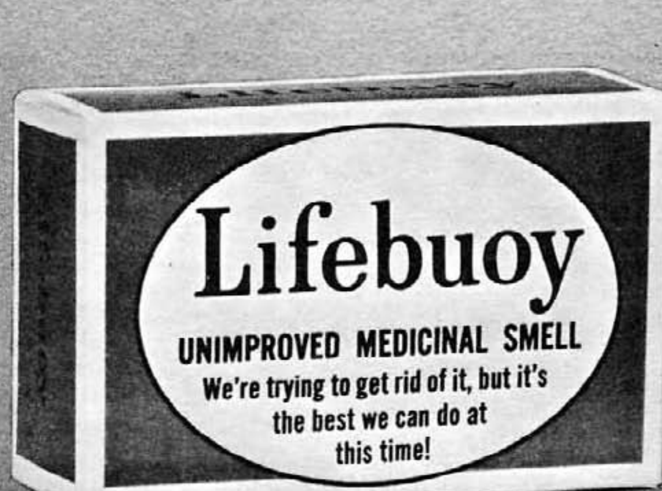

Q-TIPS
WOOD STICKS FOR FIRM CONTROL
SAFETY-CUSHIONED ENDS
SOON-TO-BE OBSOLETE
Q-TIPS®
NON-FLEXIBLE COTTON SWABS
With sticks that snap under pressure! Great for doing more harm than good! (One of these days we'll figure out how to make them bend without breaking!)



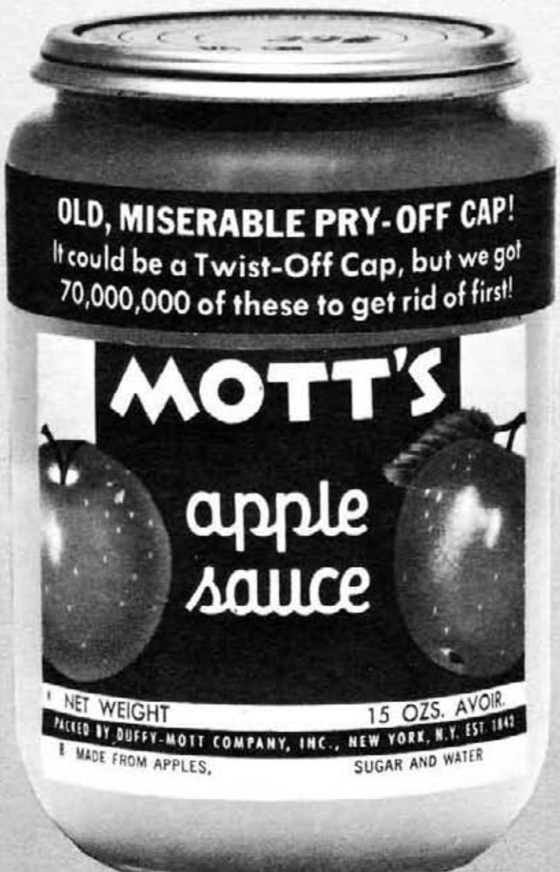



OLD
Tang
BRAND
THE BREAKFAST DRINK THAT TASTES VAGUELY LIKE ORANGE JUICE—
—but maybe someday it'll taste better!


PLAIN PAD
BAND-AID
TRADEMARK
Plastic Strips
NO AIR-VENTS Lets Skin Suffocate
Johnson & Johnson


Lifebuoy
UNIMPROVED MEDICINAL SMELL
We're trying to get rid of it, but it's the best we can do at this time!


KLEENEX TISSUES
KLEENEX
OLD FASHIONED SPACE-WASTING BOX
FITS ALMOST NOWHERE!
TAKES UP TOO MUCH ROOM...
● WHEN YOU PACK
● WHEN YOU SHOP
● WHEN YOU STORE ON A SHELF
PURE WHITE
LOOKS LIKE YOU'RE GETTING A LOT... BUT YOU'RE NOT!
300 TISSUES 301 AIR SPACES
ONE OF THESE DAYS, WE'LL SQUEEZE OUT ALL THEM AIR SPACES, AND YOU'LL GET THE SAME AMOUNT OF TISSUES IN A MUCH HANDIER BOX!
TISSUES


OLD, MISERABLE PRY-OFF CAP!
It could be a Twist-Off Cap, but we got 70,000,000 of these to get rid of first!
MOTT'S
apple sauce
NET WEIGHT 15 OZS. AVOIR.
PACKED BY DUFFY-MOTT COMPANY, INC., NEW YORK, N.Y. EST 1842
MADE FROM APPLES, SUGAR AND WATER


UNECONOMICAL
SMALL SIZE
Contains half the amount of the "Family Size," which will appear as new in the near future!
IMITATION
Strawberry FLAVOR
("Real Strawberry Flavor" now in the works!)
JELL-O
JELL-O
NON-INSTANT – REQUIRES TEDIOUS COOKING
To Be Replaced With "New Instant" Soon

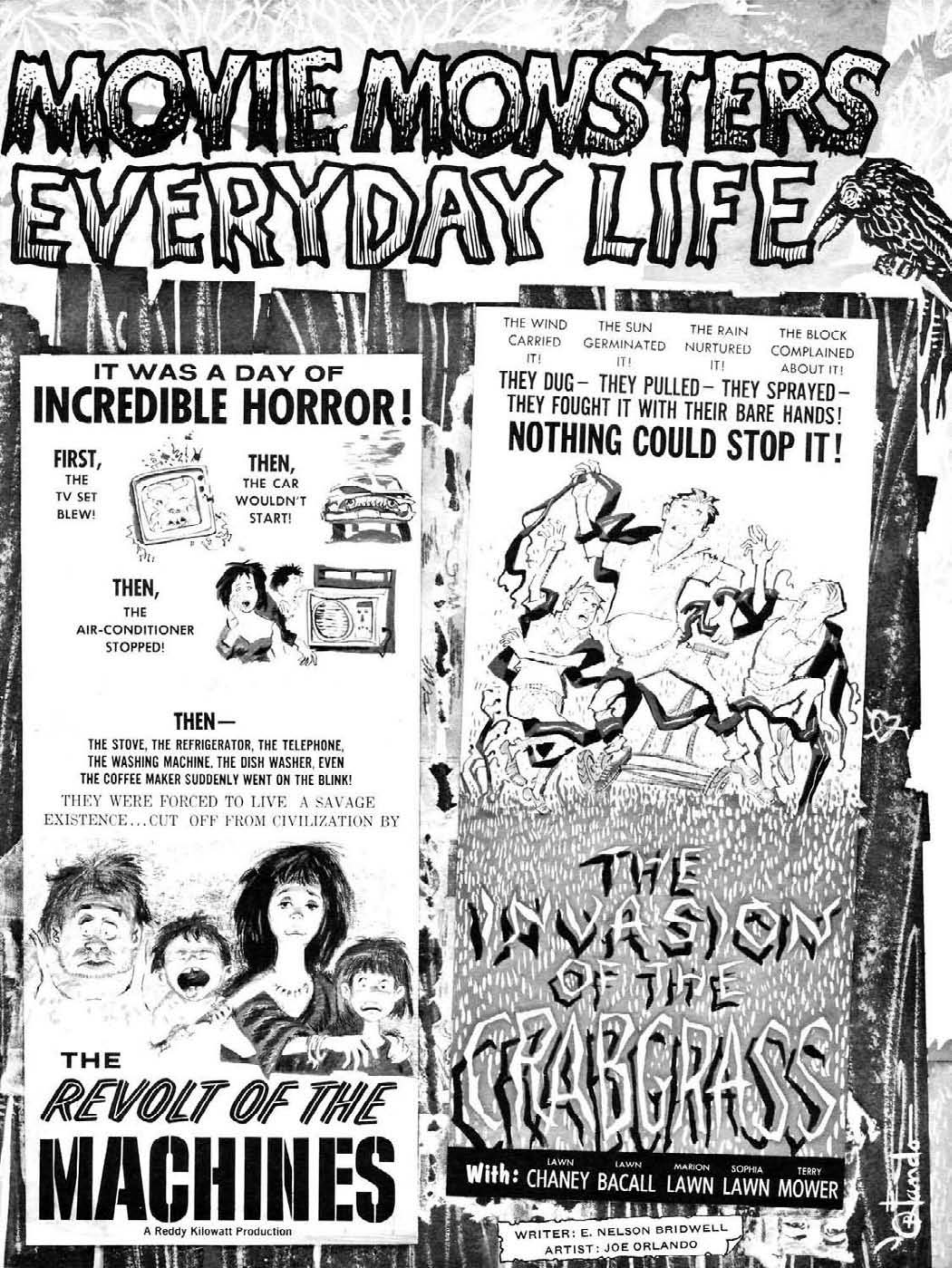
HORROR THINGS BY YOU? DEPT.

A few years back (MAD #53), we noted how Hollywood was scraping the bottom of the barrel trying to dig up new and scarier movie monsters for their horror pictures — monsters like "The Fly", "The Blob", "The Creature From The Black Lagoon" and "Nick Adams". We then suggested that Hollywood take a good look at the monsters being created by Madison Avenue for their inspiration. Now, we add more fool to the fire by suggesting these . . .

NEW FROM



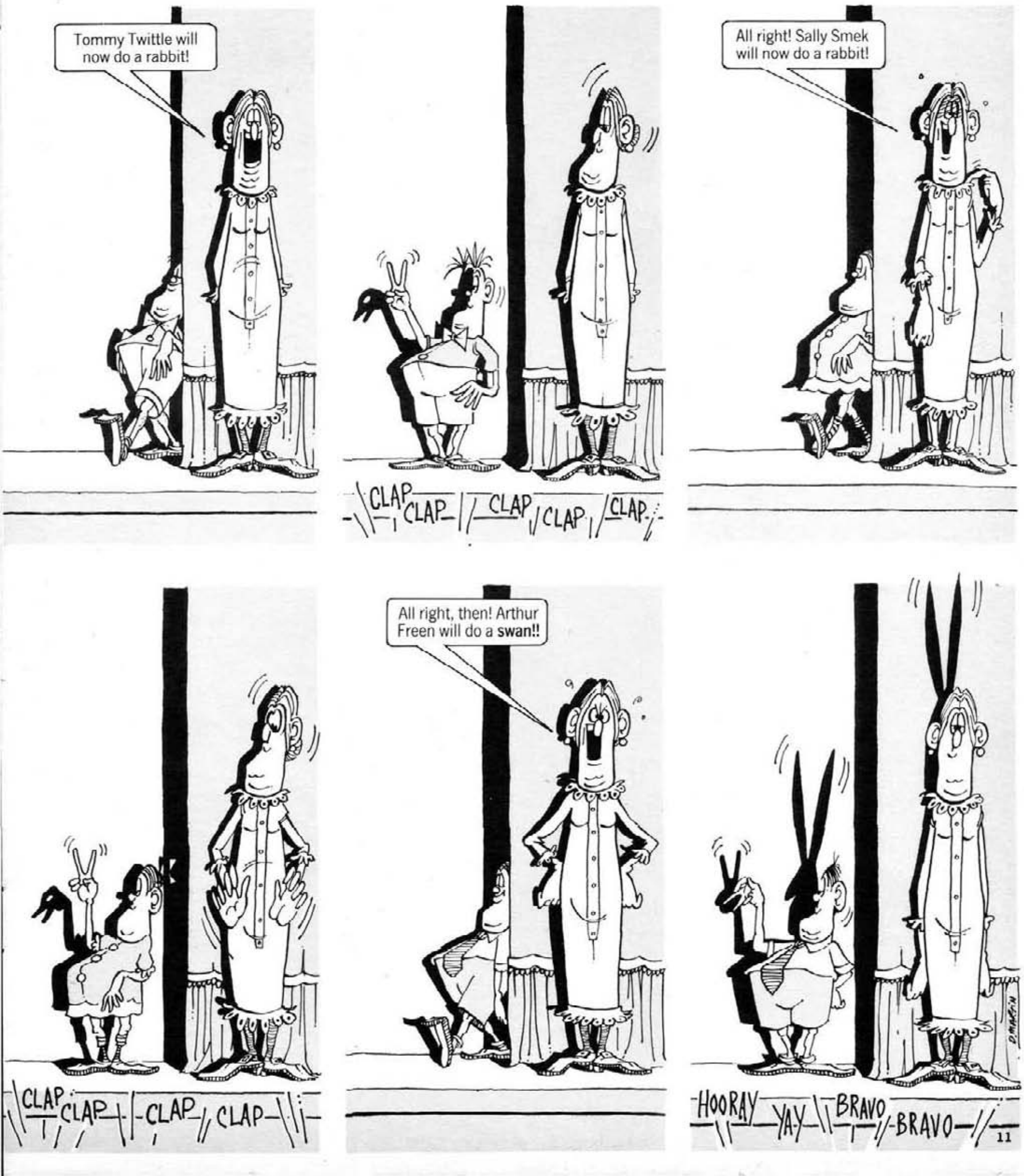



MOVIE MONSTERS
EVERYDAY LIFE
IT WAS A DAY OF
INCREDIBLE HORROR!
FIRST, THE TV SET BLEW!
THEN, THE CAR WOULDN'T START!
THEN, THE AIR-CONDITIONER STOPPED!
THEN—
THE STOVE, THE REFRIGERATOR, THE TELEPHONE, THE WASHING MACHINE, THE DISH WASHER, EVEN THE COFFEE MAKER SUDDENLY WENT ON THE BLINK!
THEY WERE FORCED TO LIVE A SAVAGE EXISTENCE...CUT OFF FROM CIVILIZATION BY
THE
REVOLT OF THE
MACHINES
A Reddy Kilowatt Production
THE WIND CARRIED IT!
THE SUN GERMINATED IT!
THE RAIN NURTURED IT!
THE BLOCK COMPLAINED ABOUT IT!
THEY DUG— THEY PULLED— THEY SPRAYED— THEY FOUGHT IT WITH THEIR BARE HANDS!
NOTHING COULD STOP IT!
THE INVASION OF THE CRABGRASS
With: LAWN CHANEY LAWN BACALL MARION LAWN SOPHIA LAWN TERRY MOWER
WRITER: E. NELSON BRIDWELL
ARTIST: JOE ORLANDO


THE SIGNAL SAID WALK —BUT DID THEY DARE?!
TERRORIZED PEDESTRIANS
TRYING TO CROSS THE STREET
TRAPPED FOREVER
BY
HALF-CRAZED MOTORISTS
ON THE
TRAFFIC ISLAND OF DOOMED MEN
With MITZI GREEN RED BUTTONS CLINT WALKER ERNIE FORD MERCEDES McCAMBRIDGE LENA HORNE
and featuring "The CADILLACS"— singing "Old Volks at Home"
LOOK OUT! HERE COME THE AMATEURS!
Watch in fascinating horror as they
MURDER SHAKESPEARE
MUTILATE IBSEN
DESTROY SHAW
The BUTCHERS of the LITTLE THEATER
FULLER B. LONEY
as "The Director" who improved on "Aeschylus"
RAVEN RANT
as "The Leading Lady" whose method was madness
NOAH MOTION
as "The Leading Man"—a square in the round
A plentiful lack of wit, together with most weak hams.
—William Shakespeare (HAMLET Act. 2, Sc. 2)
PARIS DESIGNERS HIRED THEM!
WOMEN'S MAGAZINES PHOTOGRAPHED THEM!
MEN AND BOYS LAUGHED AT THEM!
The Gaunt, Corpselike Creatures with Gruesome Make-Up and Abominable Hairdos, wearing Grotesque Costumes!
WHAT WERE THEY?
The Rise Of The
FASHION-MODEL ZOMBIES
STARRING
KAY DAVVER SKELLY TONN HITTY YUSS VERA THIN
DELLA KITT LOTTA BONES LYKA MANN
WITH
NOAH PEEL

DON MARTIN DEPT. PART I

THE CLASS PROGRAM



TERM WARFARE DEPT.

Some MAD Observations made while...

ON THE BEACH

THE SPACE RACE



ALL SYSTEMS "GO"



RE-ENTRY PROBLEM



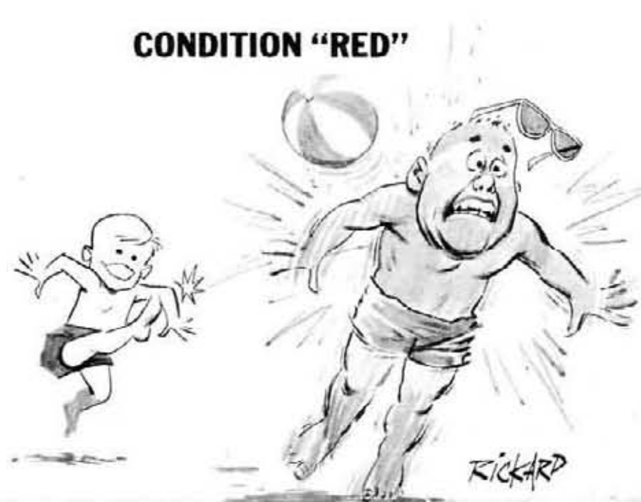
OVER-FLIGHTS



SECURITY MEASURES



CONDITION "RED"



IN THE TECHNOLOGY OF THE "COLD WAR"

ARTIST: JACK RICKARD
WRITER: PHIL HAHN

MASSIVE RETALIATION



SECURITY LEAK



DE-CONTAMINATION



IMPACT AREA



FALLOUT PROBLEM



POLICE ACTION

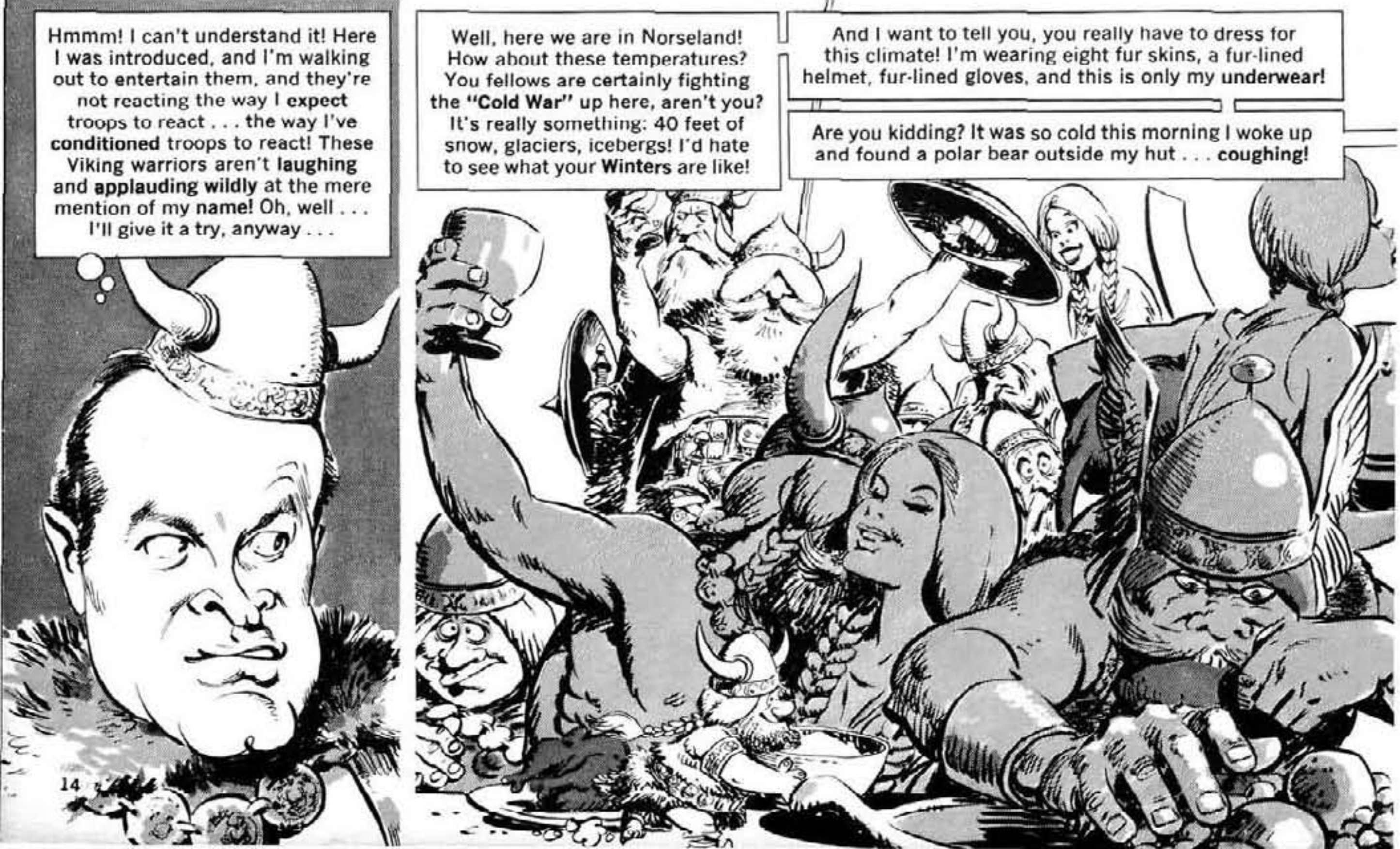


JEST IN TIME DEPT.

You often hear today's comedians complaining about the bookings they get and the audiences they have to work to. F'rinstance, many don't like performing in night clubs where they have to put up with drunks and noisy hecklers. Others don't like to work in front of TV audiences from out of town. Still others complain about the conditions at live outdoor concerts, etc. Well, we at MAD think today's comedians should stop complaining, and thank their lucky stars they were born in this day and age when people appreciate show biz and want to be entertained. If you think it is rough now, imagine what it was like centuries ago, when people were more reserved, serious and completely lacking in a sense of humor? Mainly, here's what it might've been like

IF MODERN COMEDIANS PERFORMED FOR CIVILIZATIONS IN THE PAST

If BOB HOPE performed during the days of THE NORSEMEN . . . (900 A.D.)



If BILL DANA (JOSE JIMENEZ) performed for THE MOORS... (1080 A.D.)

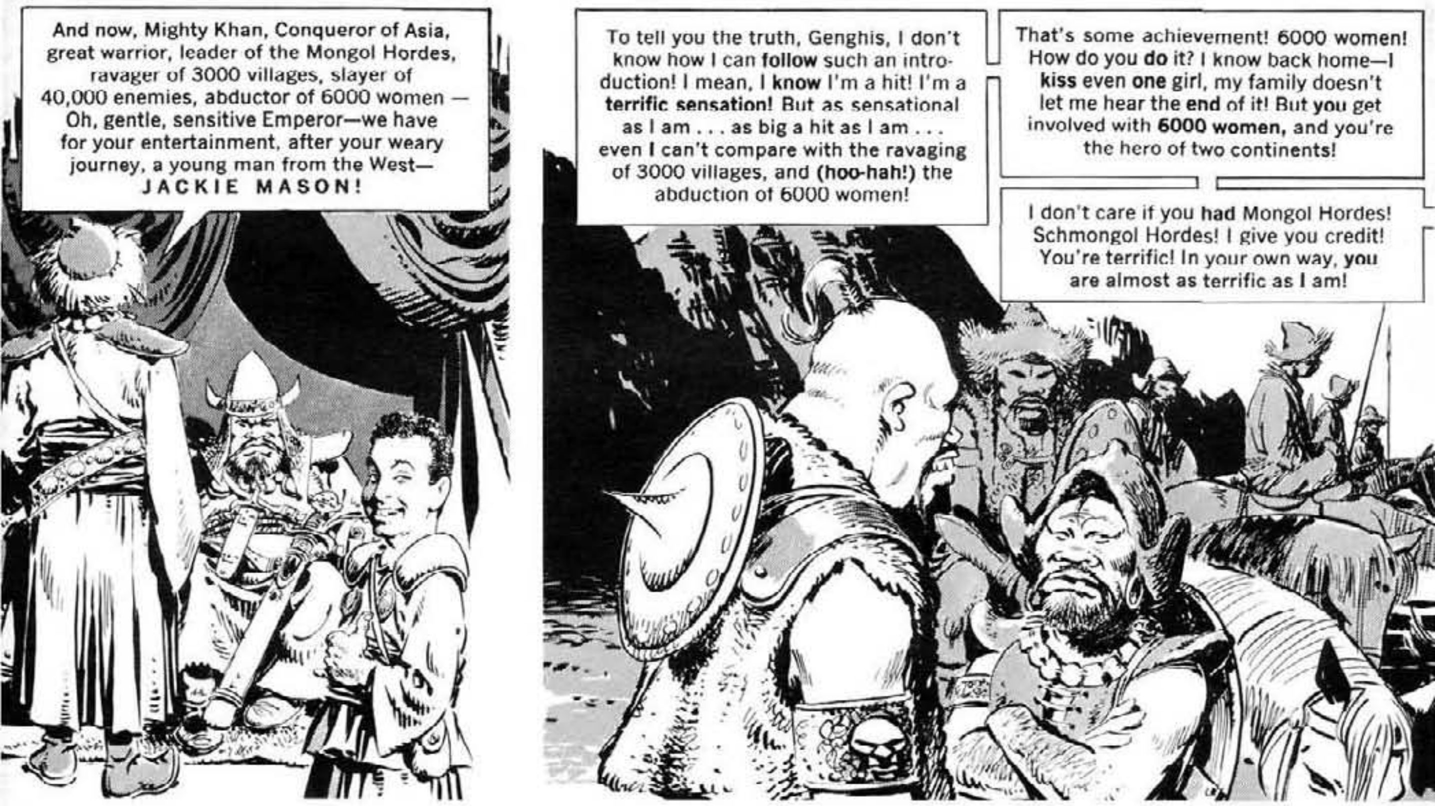


ARTIST: MORT DRUCKER
WRITER: ARNIE KOGEN





If **JACKIE MASON** performed during the time of **GENGHIS KHAN** (1200 A.D.)



If **DICK GREGORY** performed during the days of **THE WILD WEST** (1870 A.D.)



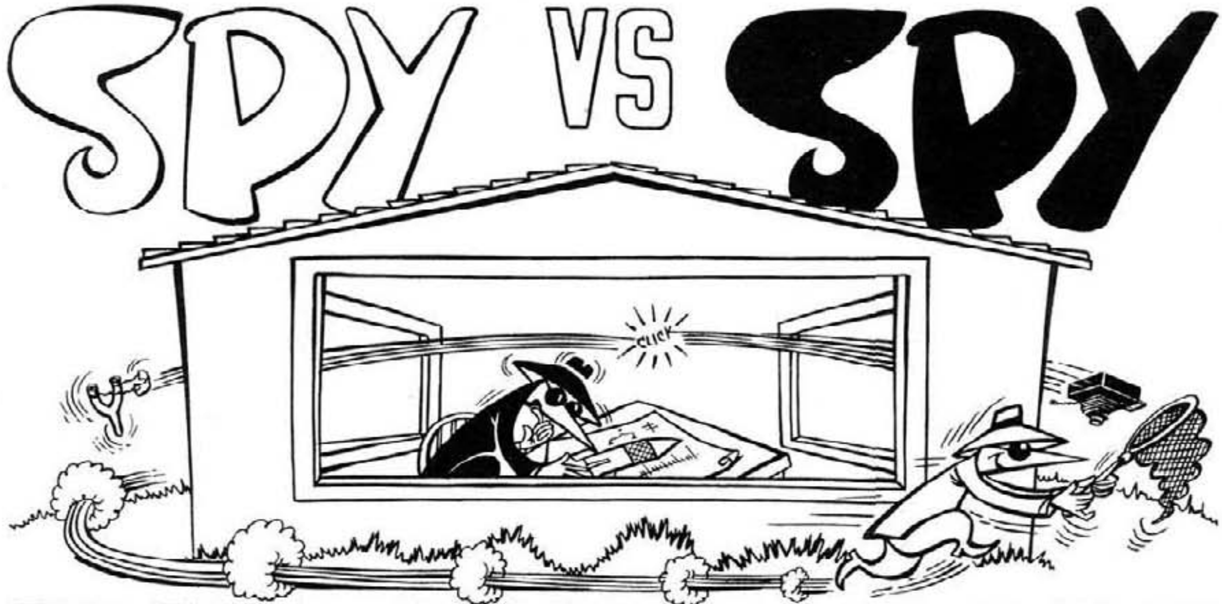

But if you're going to be such a tremendous conqueror, you should change your name! Genghis . . . !! This is a name for an Emperor? That's a name for a laundryman! Or a tailor! But not an Emperor! Now KHAN! That's a name! But the first name—it's got to be something mighty—names like we've got back home . . . like MURRAY KHAN! Or SEYMOUR KHAN!
Let me tell you what a hit I am here today! I'm doing great! I'm such a tremendous hit here in the Orient, that an hour after people hear my act—they feel like hearing it again! And I wish myself a lot of luck! And I wish on your Mongol Hordes whatever they wish on YOU! And I wish on YOU whatever you wish on ME! And I don't need YOU! And you don't need ME! And that's how—
STOP! ENOUGH OF THIS MADNESS! I, The Great Khan will not tolerate such insults to myself and my mighty Mongol Hordes! Remove this strange foreigner who speaks in this ridiculous tongue, and put him in the Torture Chamber with the rest of the dialect comedians!
Now bring out those 6000 abducted women!
So the hotel here wouldn't have me, and the Indians here wouldn't have me! Which means that not only couldn't I get a reservation—I couldn't even get ON one! But there's one consolation! They both agreed to take my WHITE horse! I thought about doing a "Sit-Down" protest, but I changed my mind! The only thing you can "Sit Down" on around here is cactus!
Y'know, one of these days, the West is gonna have something all America will be proud of . . . "Integrated Posses"! See, I know the posses are segregated because I tried to join one! But the outlaw gangs out here aren't! They're liberal! In fact, a Negro friend of mine was hired by the Dalton Gang—as a train robber! But he didn't work out! The railroads would only let him rob the back car of each train!
All right! That's enough, young feller! The audience isn't payin' no mind to yuh! You're losin' 'em with all that talk about property values an' segregation. They ain't read up on that stuff . . . don't know what you're talkin' about! Come back when yuh learn t' tell jokes about gamblin' an' women an' clever stuff like that!!
All right, Jim—bring on the DANCIN' GIRLS!

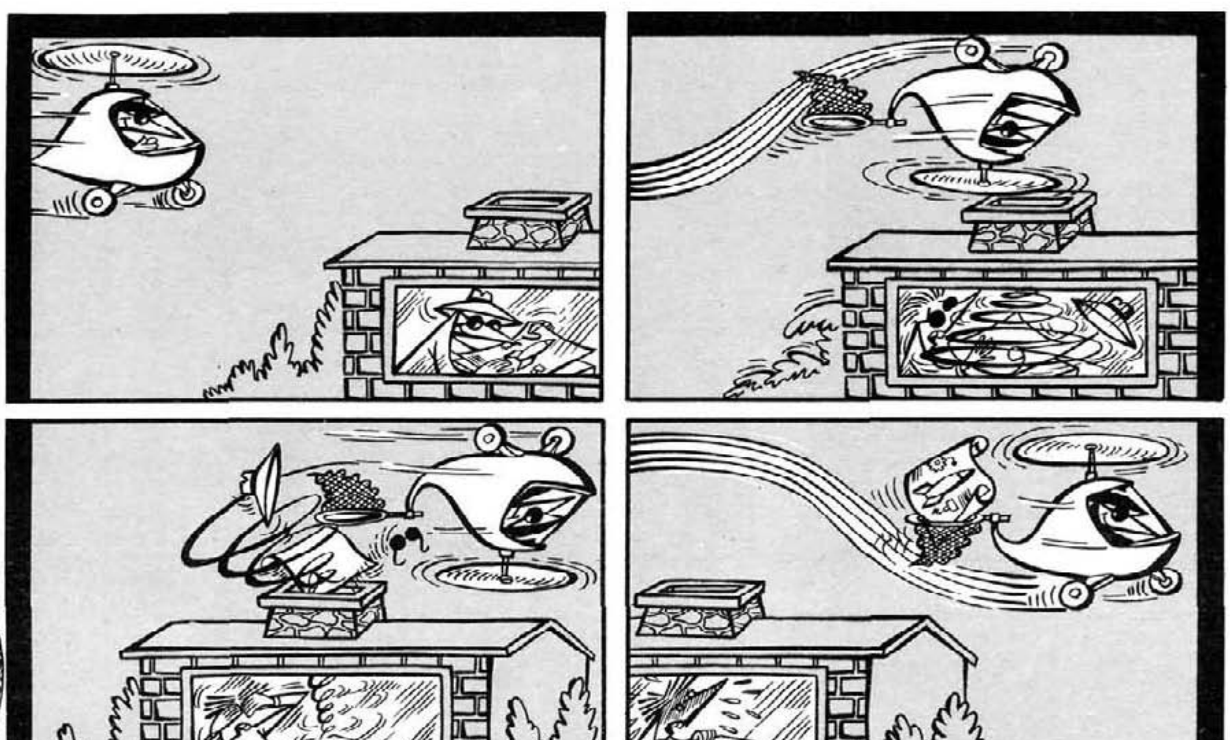
If JACK E. LEONARD performed at the time of THE PILGRIMS... (1620 A.D.)



JOKE AND DAGGER DEPT. PART I

Antonio Prohias, who was forced to flee Cuba because he refused to become a "Castro Convertible", brings us another MAD installment of that friendly rivalry between the man in black and the man in white—better known as . . .







BERG'S-EYE VIEW DEPT.

David Berg has written this article in an attempt to recapture that great moment when he was nominated as "The All-Around Camper." In fact, he still believes he's "The All-Around Camper." But since Dave now weighs 230 pounds, the best that can be said is . . . he's an "ALL-ROUND Camper!" So here is his overweighted-with-laughs idea of

THE LIGHTER SIDE OF







SUMMER CAMP

WRITER & ARTIST: DAVID BERG

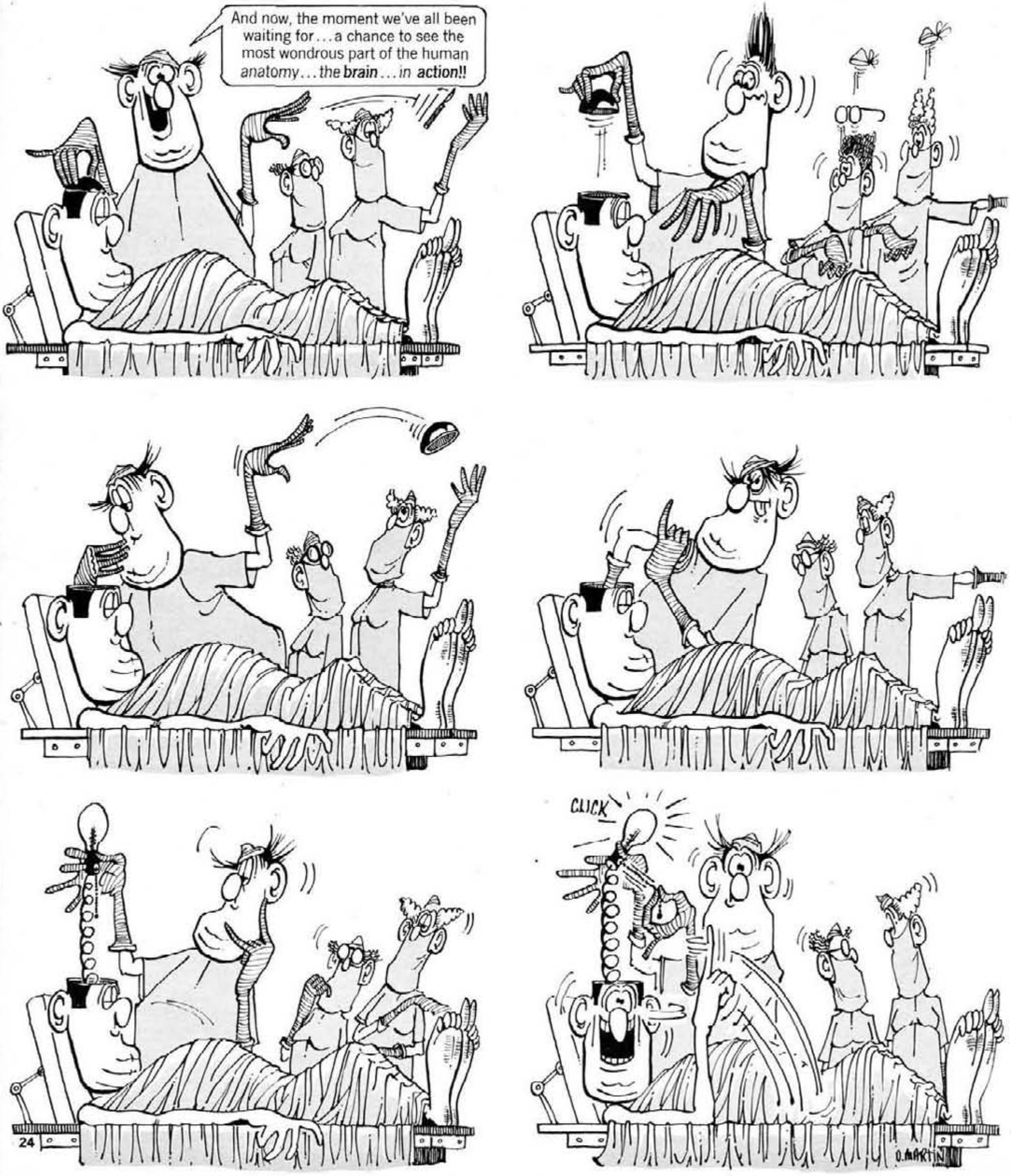



All right, we're going to practice the kick! Hold on to the crib—knees stiff—now kick hard and fast!!
Harder!
LET'S SEE SOME SPLASHING! I HARDLY SEE A RIPPLE!!
I SAID HARDER!!
The kids in the Mess Hall are too quiet! We got parents visiting! I want them to think we run a happy camp! Go trip a waiter!
CAMP EQUINUNK
CRASH!
RAH! RAH! RAH! RAH!
YAHOO! YIPPEE!
YAH! YAH! CLAP! CLAP!
HE'S A HERO! HE'S A HERO!
Look at that poor little Harold Sokolsky! Everybody's parents came but his! Isn't that heart-breaking!!
Let's go, boys! You know you've got to write a letter a day to your parents—
Yeah, but what do we write, Uncle Murray?
Okay! Everybody get ready, and I'll dictate . . .
"Dear Mom and Dad, I am fine. I hope you are the same . . ."
". . . and the food at camp is okay, but I get hungry around bedtime, so . . ."
". . . please keep sending those packages of food, like salami and cookies, because my provisions are running low! Your loving son, . . ."
RITZ
HONEY GRAHAM
Oh, boy! What a supper! I'm full!
Me, too!
Yeah, but we better hurry before the line gets too long!!
MESS HALL
BULLETIN BORED
CAMP SIWANOY CANTEEN
ICE CREAM-CANDY-CAKE-SODA



Peggy, darling!! We're here!! Mommy and Daddy!!
VISITORS DAY PARKING AREA
YAHOO!!
Oh, Rexy—I missed you so much!!
Please, Mom! Don't kiss me in front of the fellows!
Look how skinny you got! Aren't you taking your vitamins?!
You didn't kiss your Sister! Go kiss your Sister!
Your ears are dirty! Are you brushing your teeth every day?
Now let me get a shot of you on the diving board!!
Watch it, Dad! You're tipping the canoe!!
So where's all the medals? You didn't win any medals??
Gee, Harold! You're lucky!
Yeah! Your parents didn't come!
THIS IS TABLE NUMBER ONE! WHERE THE HECK IS TABLE TWO?
THIS IS TABLE NUMBER TWO! WHERE THE HECK IS TABLE THREE?
THIS IS TABLE NUMBER THREE! WHERE THE HECK IS TABLE FOUR?
YEAH! WHERE THE HECK IS TABLE FOUR?!!
Well, here it is—the last visiting day! If there's anything I can't stand, it's this "Palm Sunday"!!
Palm Sunday?! At the end of August??
Yep!!
STAFF

ANOTHER BRAIN OPERATION



STEPPING AWAY FROM THE PITCH DEPT.

When you watch television, and the "Commercial-Break" comes on, do you just sit there stupidly, listening to idiotic advertising claims? Did you ever stop to figure out that you waste 120 to 150 seconds every time that happens? Aren't there more important things you could be doing in that time—like making a snack, or going to the "john", or taking care of other neglected chores? Well, now that TV Commercial-Breaks are becoming longer and more frequent, your editors feel that it is imperative that we present to the public:

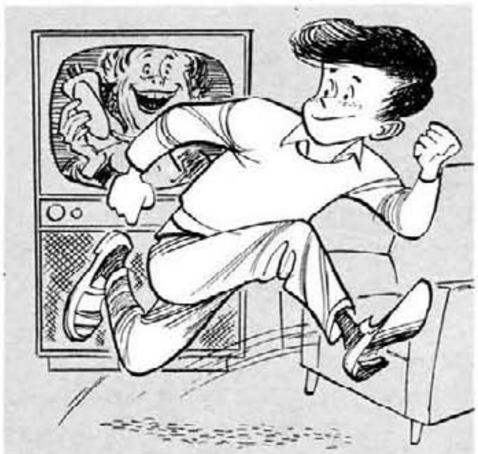
THE MAD PLAN FOR BEATING TV COMMERCIAL-BREAKS

ARTIST: BOB CLARKE WRITER: AL JAFFEE

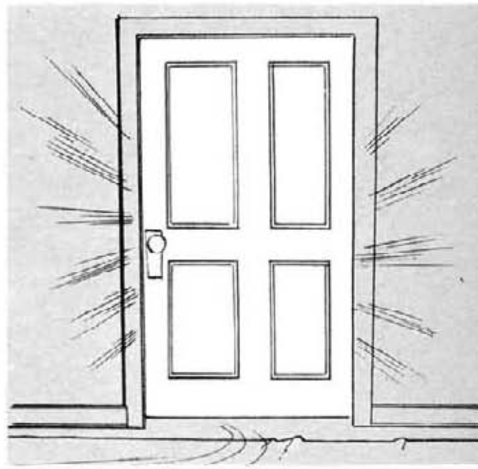
MAD EXPERT DEMONSTRATES EFFECTIVE USE OF TV COMMERCIAL-BREAK TIME



Value of intense training is shown by expert. Sensing impending commercial-break, he assumes a "ready" position.



As opening shot of commercial flashes on TV screen, MAD expert blasts off on well-planned 120-second mission.

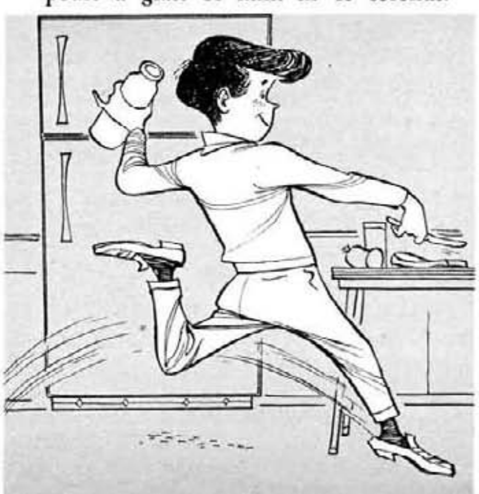


First stop is Bathroom—where expert performs chore he has practiced and perfected to last exactly 24 seconds.

Second stop is his Bedroom—where he answers three Homework questions, or studies one paragraph in 42 seconds.



Next stop is Kitchen—where he makes 2 Baloney-and-Cheese sandwiches, and pours a glass of milk in 49 seconds.



Last stop is back into TV seat—with food from Kitchen—in 5 seconds flat ... just in time for resumed program.



NEW MAD PRODUCTS FOR USE

People in top physical condition can get around much faster and accomplish a lot more than people who are older and slower. MAD plans to introduce special aids for these slower people to help

THE CORNER

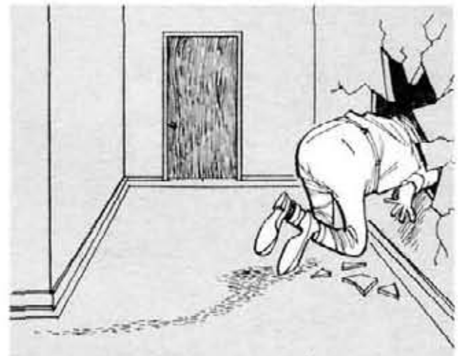
Old Way



As Commercial-Break comes on, viewer bolts from chair, heads for kitchen.



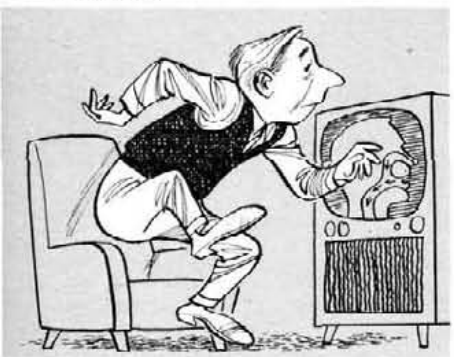
Due to inertia, viewer loses precious time making wide turn rounding corner.



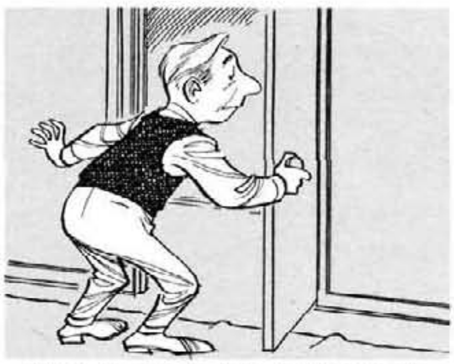
Even sadder is when he loses balance, hits wall, and misses rest of program.

ELECTRIC-EYE

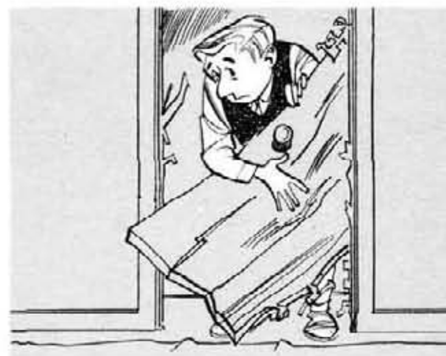
Old Way



As Commercial-Break comes on, viewer bolts from chair and heads for door.



When he gets to door, he has to stop and pull it open, losing 3½ seconds.



Sometimes he forgets, and pushes door open, losing $20.00 – for a new door.

THE WARNING BUZZER



Attaches to TV set. Operates when it picks up extra-loud irritating volume of commercial, automatically shutting off sound. 10 seconds before program is about to resume, sets off warning buzzer. Good for taking quickie naps.

THE TELEPHONE CUT-OFF



Attaches to your telephone. When any call lasts longer than a Commercial-Break, just press the special button which produces noisy interference on the phone lines, giving you a perfect excuse to get off and back to TV set.

SURE-GRIP OVERSHOES



These soft rubber soles fit over your shoes and make it possible to execute swift, safe, silent movements during "commercial dash". Highly recommended for large families that sound like a thundering herd stampeding thru house.

DURING TV COMMERCIAL-BREAKS

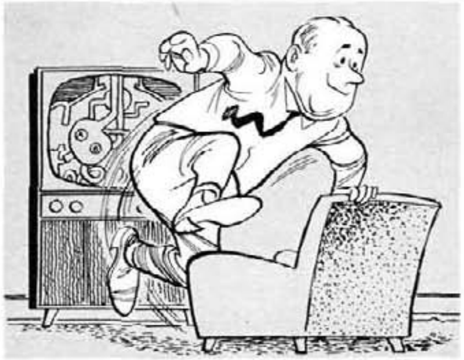


them make the most of TV Commercial-Break time. These devices will also help the people in top physical shape by cutting down the accident rate during those moments of wild dashing around.

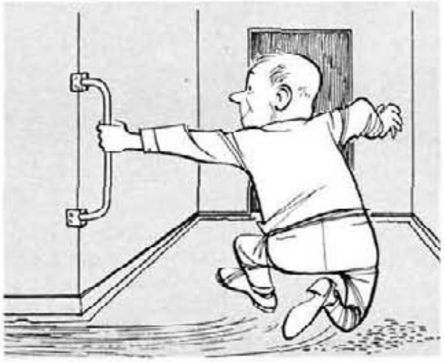


GRAB-BAR

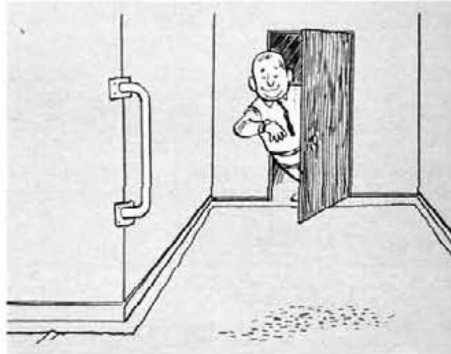
New Way—with Corner Grab-Bar



Viewer again bolts from chair, heads for that tricky, treacherous corner –



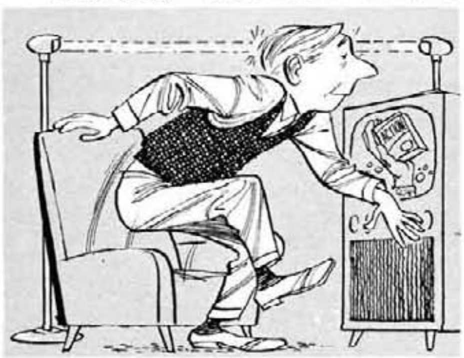
But this time, "grab-bar" is there – and he can make tight, graceful turn.



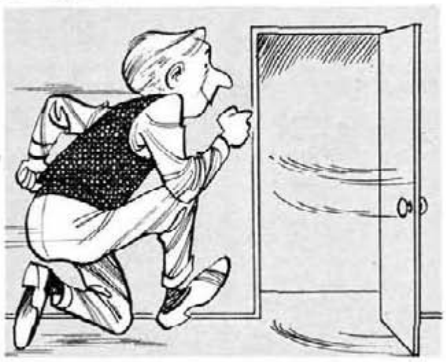
Hurled safely in right direction, he also shaves 4 secs. off his best time.

DOOR-OPENER

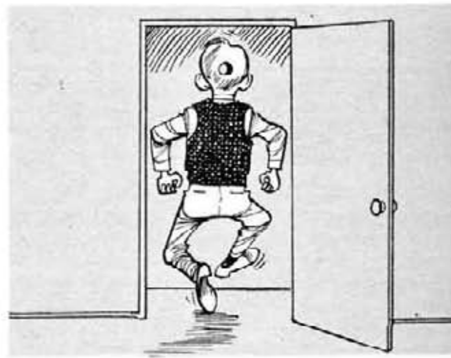
New Way —with Electric-Eye Door-Opener



As commercial comes on, viewer jumps up, breaking electric eye light beam.



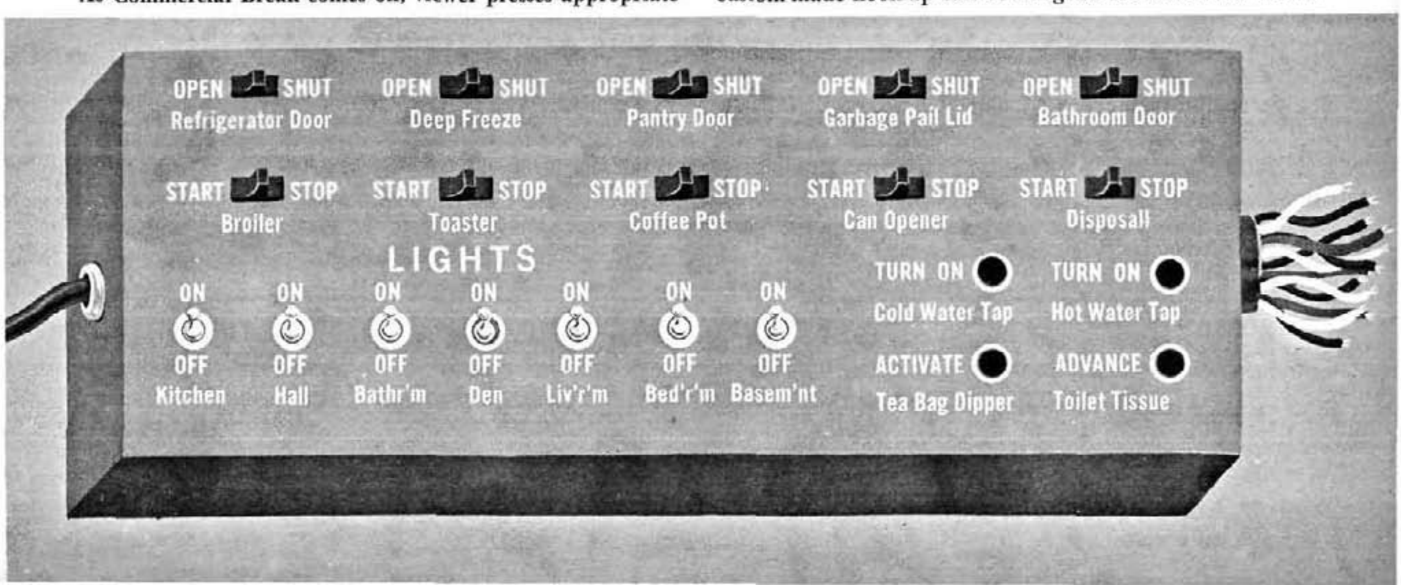
Broken light beam automatically opens door in plenty of time for viewer . . .



And he passes through safely, saving time and money . . . and mainly, injury.

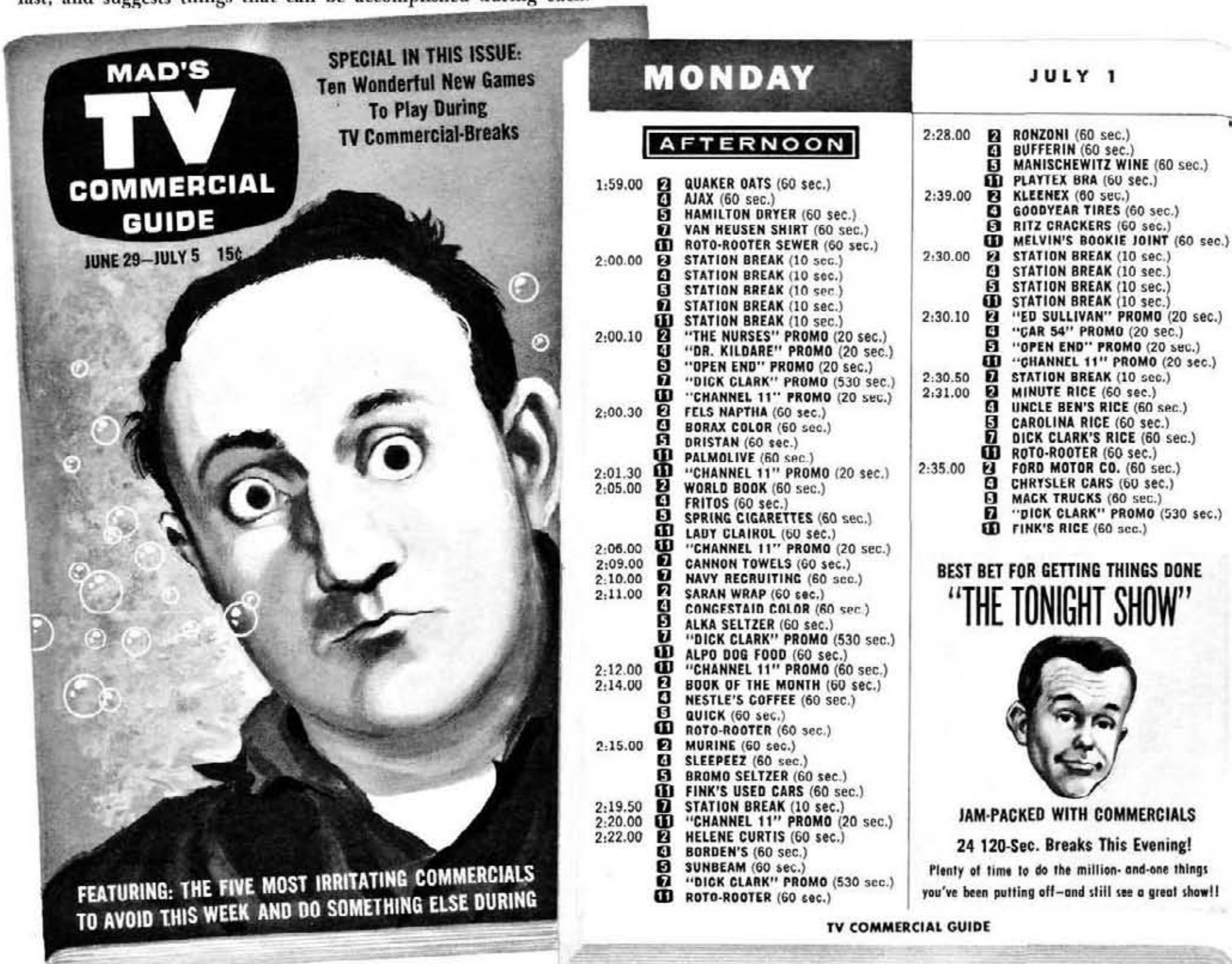
MASTER CONTROL PANEL

This is a somewhat elaborate and expensive item, but well worth it for those who want to save up to 50% more time. As Commercial Break comes on, viewer presses appropriate button. By the time he arrives at his destination, things are ready and waiting, eliminating much wasted effort. A custom-made hook-up can be designed for individual needs.



SPECIAL MAD TV GUIDE LISTS COMMERCIALS

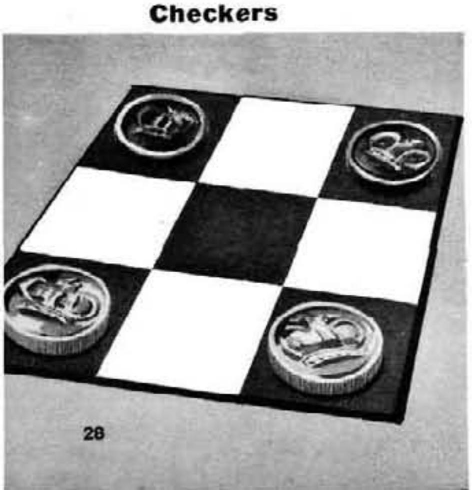
Tells exactly when commercials are scheduled, how long they will last, and suggests things that can be accomplished during each.



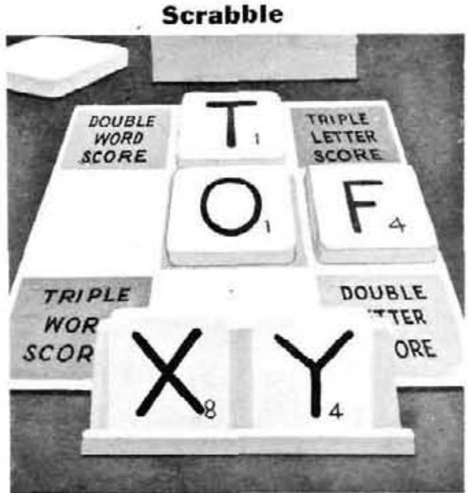
POPULAR OLD GAMES RE-DESIGNED TO FIT

Many people have nothing in particular to do during TV Commercial-Breaks, but that's no reason to abandon them to the sickening fate of having to watch the disgusting things. Besides, TV itself has already cut down sharply

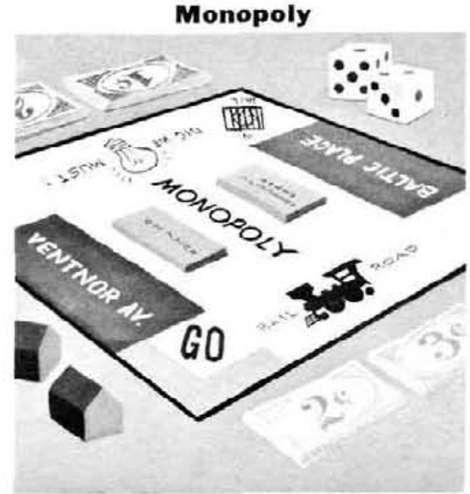
Checkers



Scrabble



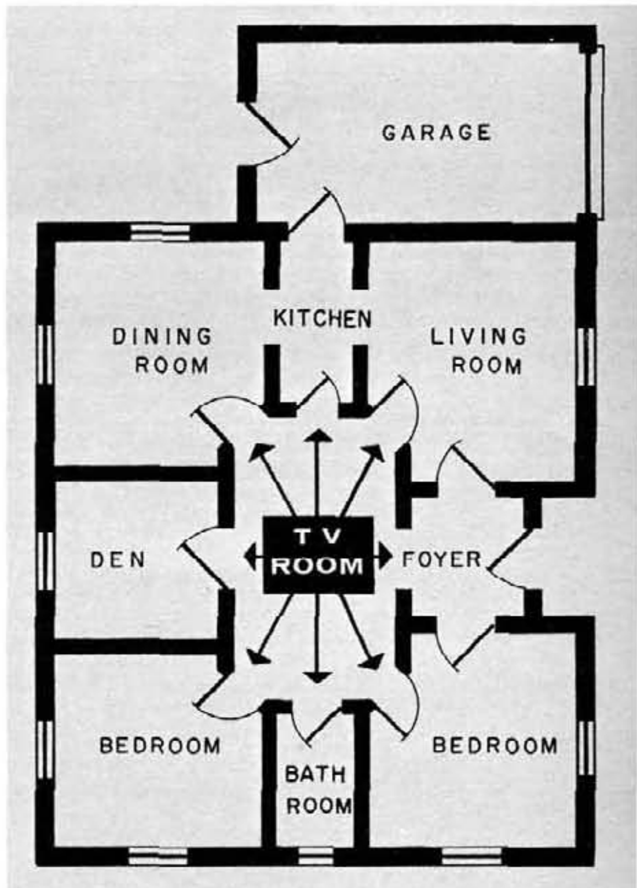
Monopoly






MAD-DESIGNED HOME IS SPECIALLY ORIENTED TO TV COMMERCIAL-BREAKS

The "MAD TV Home" is specially designed for people who want to make the best use of TV Commercial-Break time. Note that centrally-located TV Room has doors leading *to every other room in house. This design makes it as* easy to dash into the kitchen for a quick "snack" as it is to rush pell-mell into the bedroom to make up a bed.





TV COMMERCIAL-BREAK TIME SCHEDULES

on the amount of time people used to spend playing games. Although full-size games would be interrupted too often, these old favorites have been re-designed by MAD so that an entire game can be completed during a Commercial-Break.

9-Card Deck.



12-Pocket, 3-Ball Pool Table



Cross-Word Puzzle



A CURE FOR THE COMMON CLOD DEPT.

Today, a great deal of time and money's being spent to study the special ailments of Senior Citizens. Which is okay with us. But it highlights the fact that no one is interested in spending a nickel for research into special ailments that afflict our Junior Citizens — the Teenagers of America! How about trying to understand and develop wonder drug cures for some of the common maladies that make a Teenager's life miserable? Something like . . .

MAD'S WONDER DRUGS For Common Teenage Ailments

ARTIST: GEORGE WOODBRIDGE

WRITER: STAN HART

"FLUNK-ITIS"



Flunk-itis strikes its victim when he is least prepared . . . like with his homework. It is caused by over-exposure to electronic impulses emitted from television sets. Symptoms are: Temporary paralysis of the vocal chords, and a sinking feeling in the pit of the stomach when called on. Flunk-itis sufferers can easily be identified since they are usually 2 years older than class.

"STRIKEOUT-ITIS"



Strikeout-itis attacks young males, and is caused by contact with the opposite sex while breaking out in a cold sweat and standing in a sudden draft of chilling fear. Symptoms are: (1) Being tolerant of remarks like, "It's been a lovely evening—please don't spoil it!" or "My parents are light sleepers!" and (2) Accepting a handshake for "Goodnight!" Sufferers can be identified by (1) Their consuming self-hatred, and (2) Their absence from the Diner after dates, since they have nothing to brag to the guys about, and can't lie very well.

"REUNION-ITIS"



Reunion-itis victimizes teenagers of large sociable families. It occurs at reunions of these families by (1) Honor student cousin to whom teenager's mother refers when she asks, "Why can't you be like him?" (2) Hideous female cousin with whom reunion-itis victim must dance in order to butter up a rich old aunt, and (3) Pompous Uncle who chastizes teenage victim with such idiotic drivel as, "When I was your age, I didn't have it so good! I was shining shoes and delivering papers!"

MAD WONDER DRUG

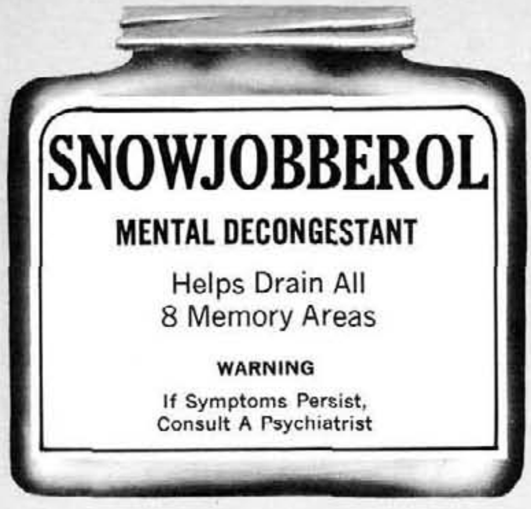
COUNTERATTACKTIN

"The Effective Remedy for Family Gatherings"

DOSAGE:

1 Tablet before "Cousin Club" Meetings
2 Tablets before "Family Circle" Meetings
3 Tablets before Weddings and Catered Affairs

MAD WONDER DRUG



RESULTS



"Snowjobberol" drains all 8 memory areas of the brain, permitting student to recite with ease everything he can remember, whether it applies to the question or not. By responding to History questions with Biology answers, Math questions with English Literature answers, etc., Snowjobberol user makes teacher doubt his own sanity, and students admire him since they have been taught to have a high regard for anything they can't understand.

MAD WONDER DRUG



RESULTS



Each "Antichickenin" capsule contains hundreds of time pills. When boy first meets girl, some of these time pills enter the bloodstream, giving him the courage to hold her hand. Later, as more time pills dissolve, he gets the nerve to put his arm around her. And at the end of the evening, he's got the guts to give her a whammo goodnight kiss that's guaranteed to keep his date awake all night thinking about it. With "Antichickenin" capsules, lovely evenings are not spoiled, parents sleep sounder, and at the Diner, former Strikeout-itis victim becomes leader of his own clan.

RESULTS



"Counterattacktin" guarantees its user to be the scourge of family gatherings by acting thusly: (1) When victim confronts honor student cousin, he poses questions like: "How tall is Troy Donahue?" and "What color pajamas does Sandra Dee sleep in?" These are areas neglected by most honor students so he is devastated and "Counterattacktin" user triumphs when cousin's intellect is discredited. (2) To persistent ugly girl cousin, victim asks her to dance, then tells her he doesn't like the perfume she is wearing — after first determining she isn't wearing any perfume. (3) To uncle who says, "When I was your age I didn't have it so good! I was shining shoes and delivering papers!"— the victim replies, "I understand things aren't so good for you now! Aren't you still shining shoes and delivering papers?" "Counterattacktin" is not habit-forming. Taken once, you'll never be asked to another Family Gathering!

"NO-DOUGH-ITIS"



No-Dough-itis is an hereditary disease. It is passed on to the younger generation by parents who suffer from an ailment known as "Cheap-itis". A No-Dough-itis victim can be identified by his exotic automotive habits. On hills, he cuts off his engine and coasts. He buys gas by the drop. And the blood drains from his face if his date mentions stopping somewhere for food. Recently, No-Dough-itis sufferers have started a campaign to relieve their plight. It is called "stealing".

MAD WONDER DRUG



RESULTS



"Big Dealzin" destroys timidity on contact. The voice takes on authority. Teenager intimidates gas station attendants with his determination. They are thrilled with his 35¢ purchase, and fawn all over him with free air, free oil check, clean windshield and green stamps. "Big Dealzin" user is so commanding that sharing a Coke with him becomes a status symbol for girls. And they will beg him to cut off his engine and coast — just to hear the resonant sound of his voice.

"BEAST-ITIS"



Beast-itis infects young males whose resistance is lowered by: (1) Mentioning to mother that he has a free Saturday night, (2) Having a mother whose friend has a teenage daughter, and (3) Not knowing when she says his "blind date" has a "wonderful personality", that's just mother-talk for "She's a dog!" Symptoms are: a sudden urge to commit either suicide, matricide, blind-daticide, or all three. Beast-itis victims can be seen walking to deserted movie theaters thru dark streets, followed by an eager female form.

MAD WONDER DRUG



RESULTS



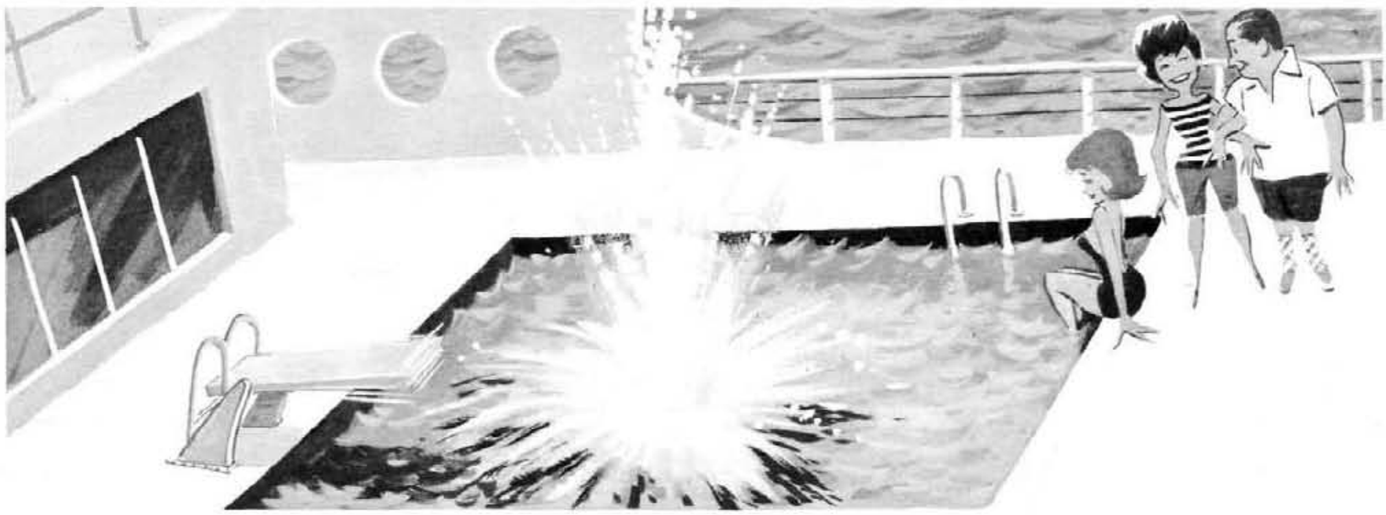
When Beast-itis victim discovers he is stuck, "Instant Fink" quickly unsticks him. By merely popping two "Instant Fink" pills in his mouth, sufferer suddenly runs extremely high fever and breaks out in blotchy rash resembling symptoms of Bubonic Plague. Since girl cannot score on looks, she tries to rack up points for kindness and suggests that victim go home. He tears himself away with great reluctance, heads for nearest drive-in, takes antidote (glass of water), picks up car-hop, turns disaster into victory.

OY-VAY ALL BOATS DEPT.

OFF THE DEEP END



ARTIST: JACK RICKARD   WRITER: SERGIO ARAGONES





WHAT MORTALS THESE FOOLS BE DEPT.

The characters in the comic strips do things that their real-life counterparts can only dream of doing. That's why we enjoy them so much. Through them, we can escape into a far more exciting and interesting world than the mundane one we live in. So even though they act completely unbelievable, we accept comic characters as if they were real living people. Which is why we feel it'd be such a shock . . .

IF COMIC STRIP CHARACTERS BEHAVED LIKE ORDINARY PEOPLE



ARTIST: WALLACE WOOD WRITER: AL JAFFEE

If PEANUTS behaved like real-life children



If DICK TRACY behaved like an ordinary cop



If SUPERMAN behaved like any normal guy



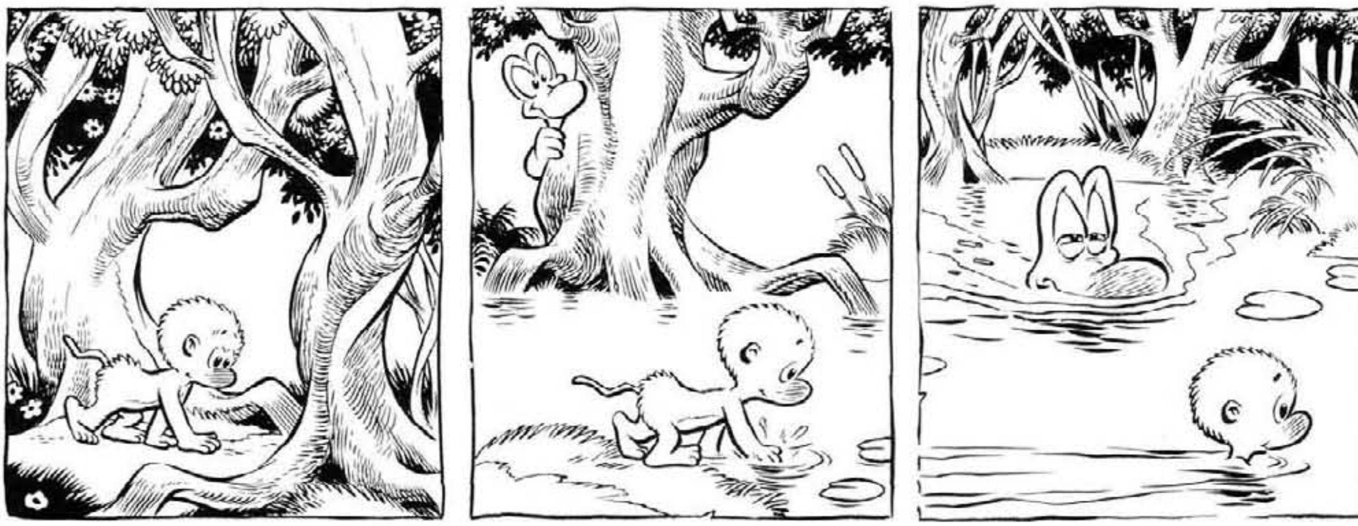

BANG!!
BANG!!


I WAS SICK YESTERDAY!
MY MOMMY'S GONNA BUY ME A DOLL HOUSE IF I REMEMBER TO ALWAYS WIPE MY NOSE!
I GOT A HOLE IN MY KNEE!
SO WHAT! I'M ALMOST 5 YEARS OLD!
SLURP SLURP SLURP
Y'KNOW WHAT I'D LIKE! I'D LIKE A GREEN SKY!!
GUESS WHAT I'M GONNA GET FOR MY BIRTHDAY!?!
SLURP
SCHLITZ

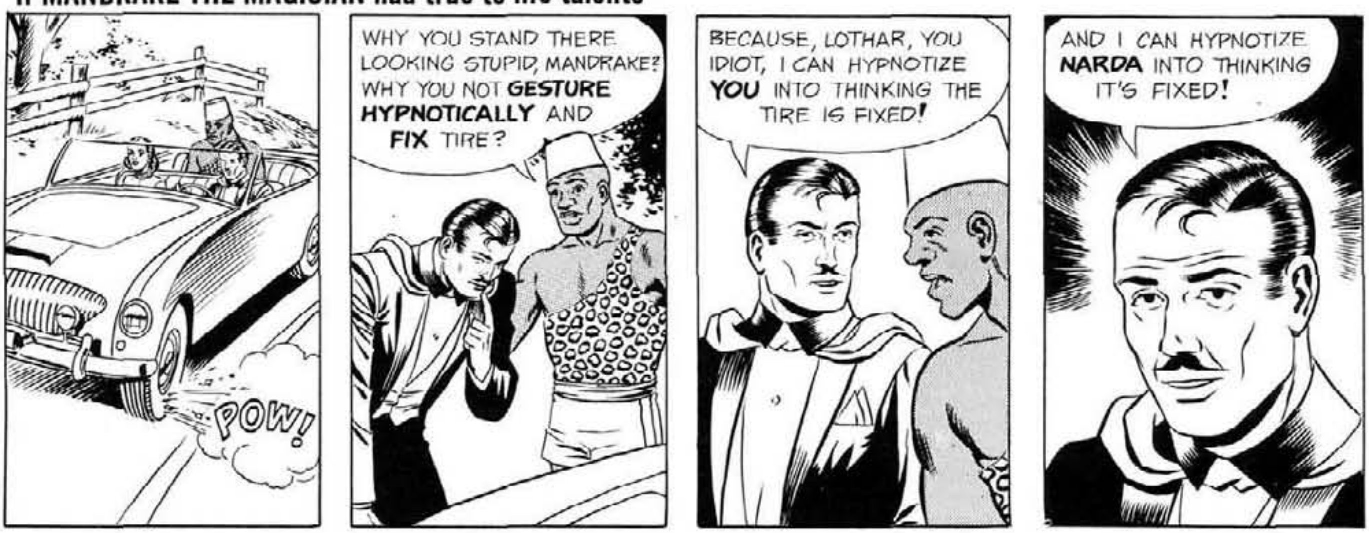

I WANT YOU TO GO IN THERE AND GET HIM OUT, TRACY!
WHY ME? WHY IS IT ALWAYS ME? AM I THE ONLY GUY ON THE FORCE? WHY CAN'T MAGGIO OR COHEN OR KELLY DO SOME OF THIS DISTASTEFUL STUFF ONCE IN A WHILE?
CHIEF
CAUTIOUSLY, TRACY ENTERS...
N-NO FUNNY S-S-TUFF, NOW! TURN AROUND S-SLOWLY AND K-KEEP TH-THOSE...
YECHHHH!
MUCOUS-FACE GOT AWAY WHILE TRACY WAS HEAVING, CHIEF!
#@!!*?!!
URP
BRECHH!
JESTER GOLDBRICK


LOOK! HOW HORRIBLE!!
AN ARMY OF KILLERS WITH GUNS, KNIVES, AND BOMBS -- HEADING FOR CITY HALL!!
THIS IS A JOB FOR...
TELEPHONE
..SUPERMAN!
NOT TONIGHT IT AIN'T! I GOT A HEAVY DATE!!
TELEPHON

If POGO characters behaved like real animals

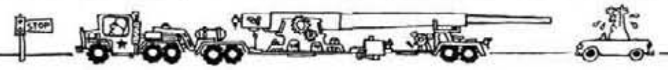


If MANDRAKE THE MAGICIAN had true-to-life talents



If B.C. characters acted like real cavemen







If BRINGING UP FATHER was about a real couple



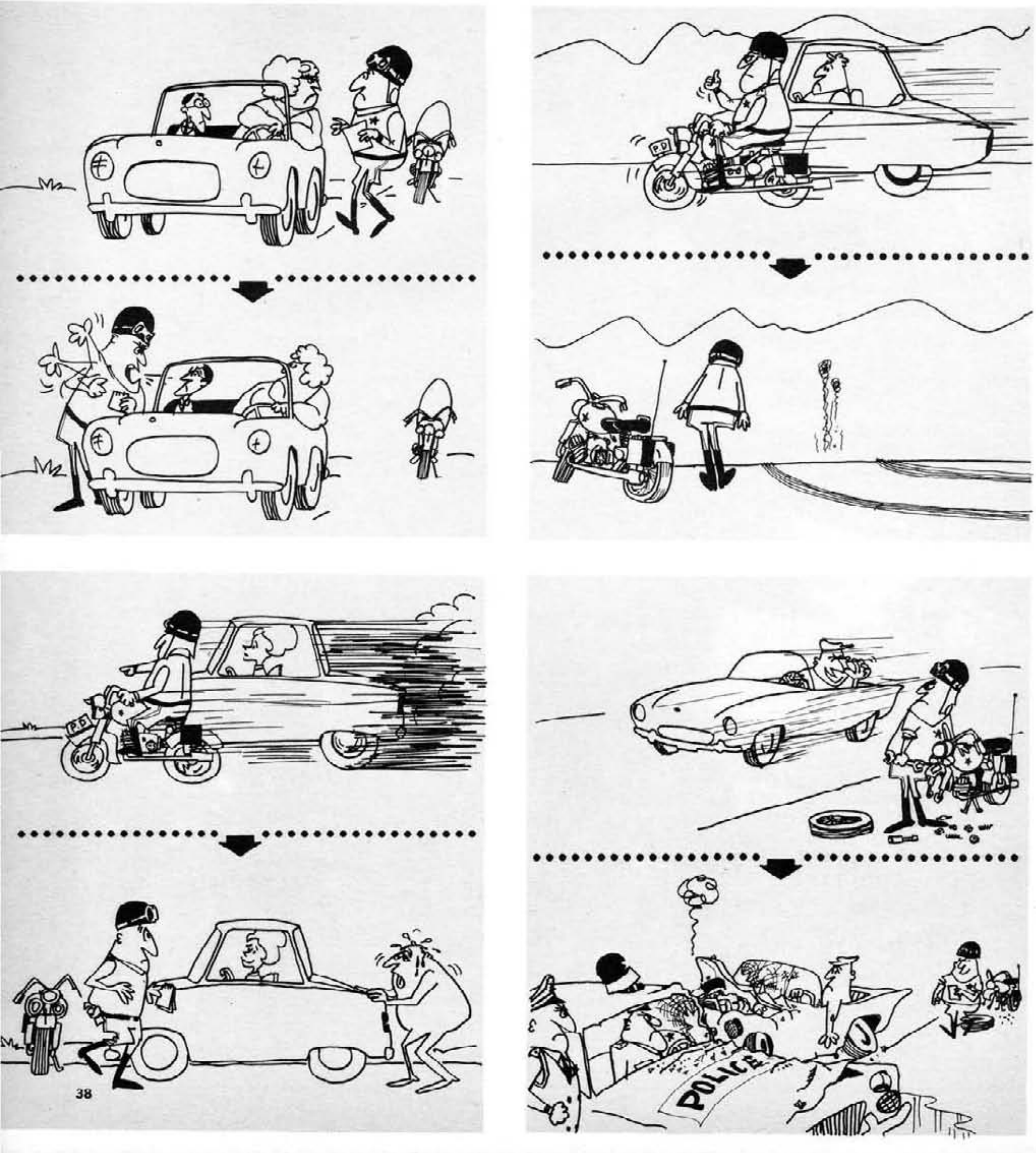
If DENNIS THE MENACE had parents with normal patience



Enough is enough!!

Sergio Aragones, who recently arrived at MAD from Mexico, made his début with the hilarious "A MAD Look at the U.S. Space Effort," and is currently

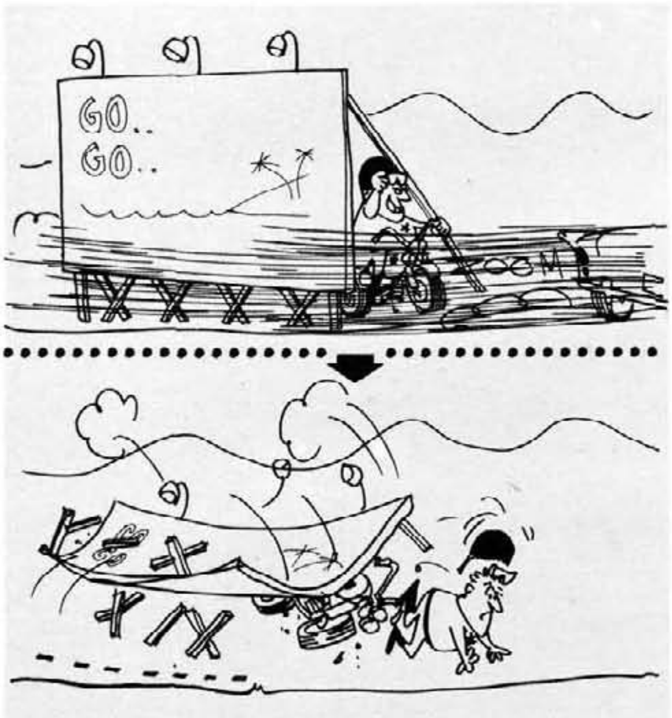
A MAD LOOK AT M

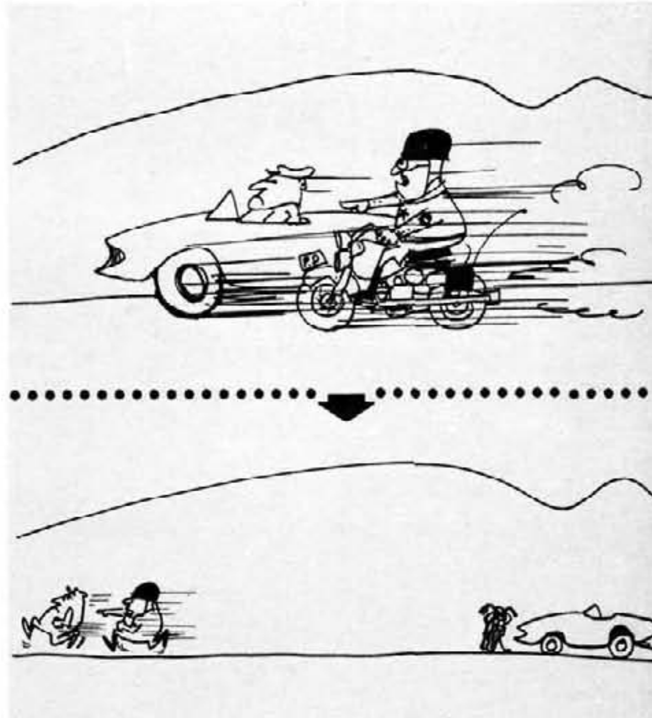


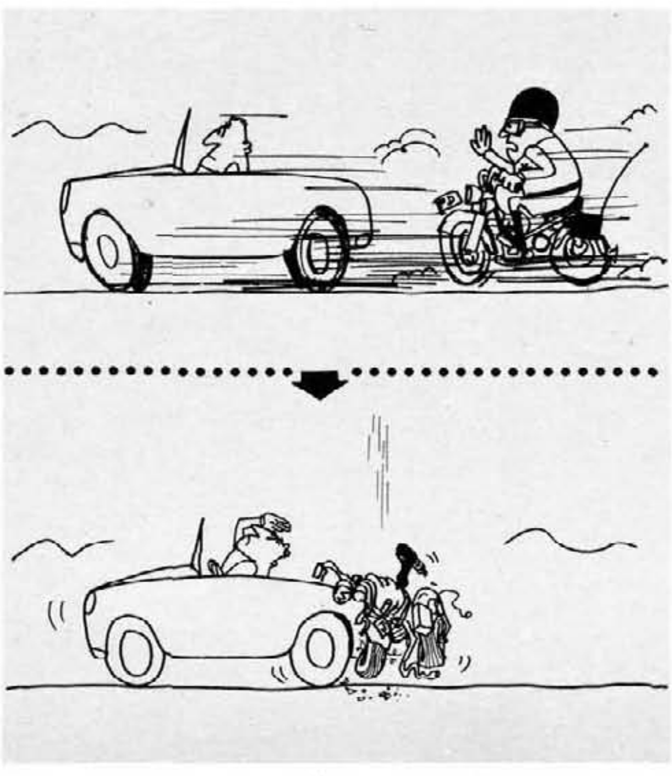
filling our margins with his delightful "Drawn-Out Dramas," now points his satirical pen at a usually un-funny U.S. phenomenon, and gives us



OTORCYCLE COPS

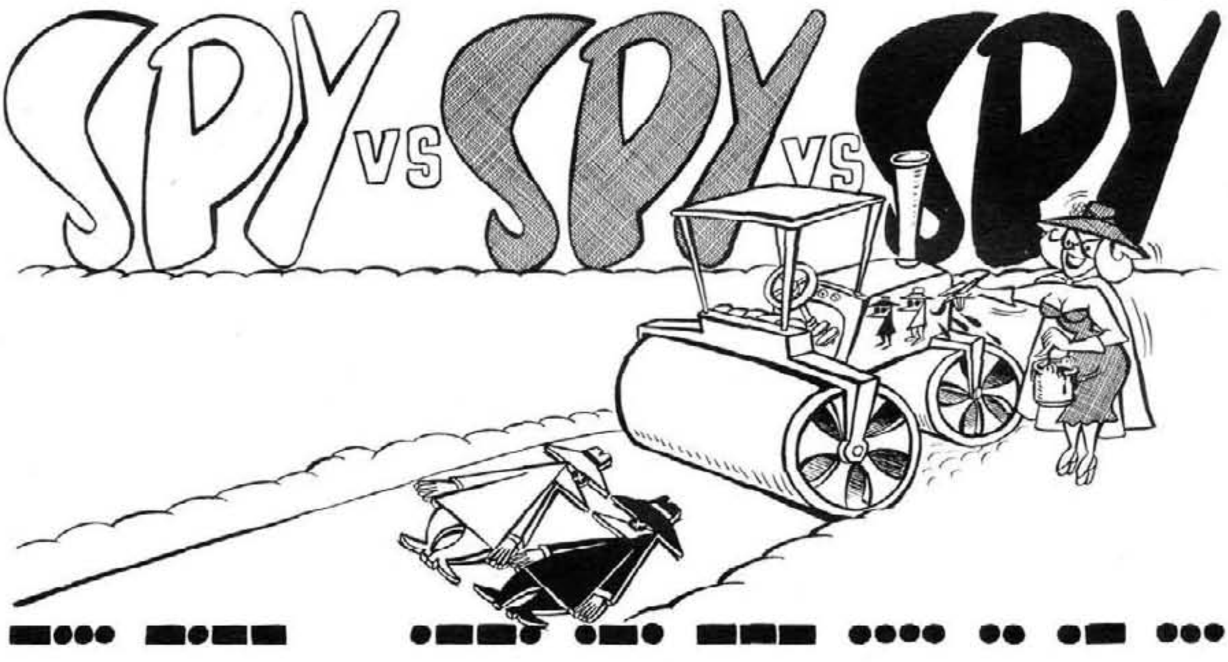


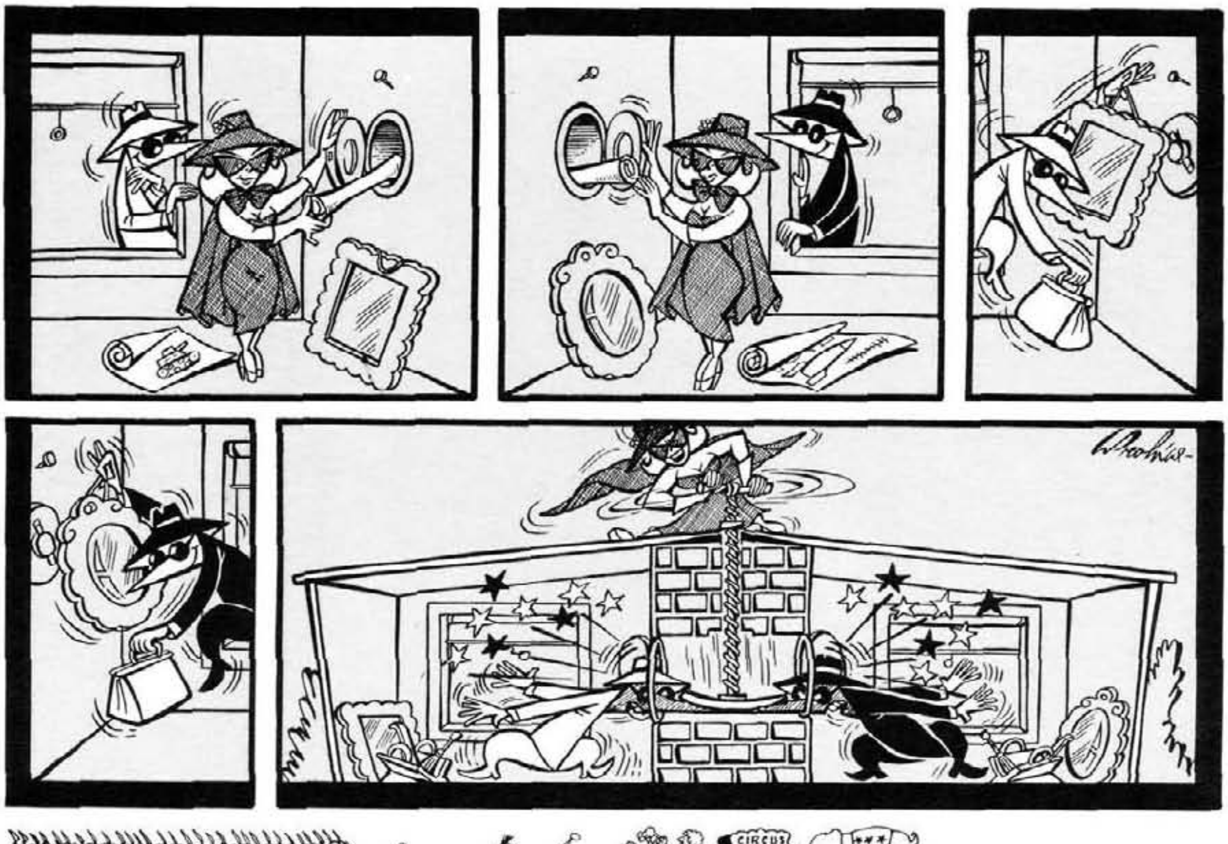






And now, Mr. Prohias offers another installment in his contention that truth is never all black nor all white—but merely shades of gray. He calls it . . .







FOR WHOM THE FOOLS TOOL DEPT.

The following is a MAD version of those popular "do-it-yourself" magazines. As for the rest of this introduction, to help you get into the spirit, we've decided to let *you* do-it-yourself. Ample space follows:— —

— —

— —, so here is . . .





ARTIST: BOB CLARKE WRITER: AL JAFFEE

POPULAR SCIENTIFIC MECHANICS

JULY 1963 Vol. 119 No. 53

Features of Little Interest

For the Clumsy Craftsman

Next Month

How To Administer Mouth-To-Mouth Resuscitation Without Becoming Emotionally Involved











READERS' RASPINGS





OOOOOPS!

Thought you would like to see the way I finished Project #2694 from your May issue. The plans were easy to follow, but somehow I feel that I must have made an error along the way. Can you tell me where I went wrong?

Marvin Piltz
Fleabrain, Ohio

You didn't make the error, Marv—we did! Our little ol' plan-maker slipped up all along the way. Where a specification should have read 3" he stupidly wrote 3'. Sorry!

WHOA!

Last year, you published six chapters on Taxidermy, starting with the February issue. I studied real hard and finished your course, but I keep on having the same problem. I just can't get the animals to stand still long enough for me to stuff them. What's wrong?

Sidney Sproom
Gamey, Georgia

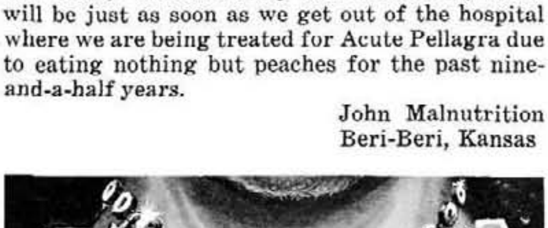
Actually, there were seven chapters on Taxidermy, starting with the January issue, Sidney. We suggest you get a hold of that first chapter as it contains an extremely important first step!



PEACHY

My family and I built this house entirely out of sandpapered peach pits following your plans (Project #1569). We can hardly wait to move in, which will be just as soon as we get out of the hospital where we are being treated for Acute Pellagra due to eating nothing but peaches for the past nine-and-a-half years.

John Malnutrition
Beri-Beri, Kansas



GRATEFUL

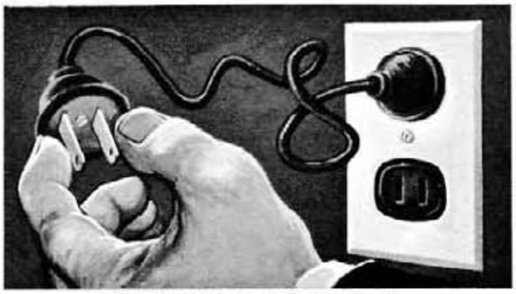
I made the "Nuts-And-Bolts Necklace" suggested in your last issue. It turned out to be one of the best things I ever did. I gave it to my wife on our 25th Wedding Anniversary, and my life has been a joy ever since she left me.

A. Freeman
Peaceful, Utah



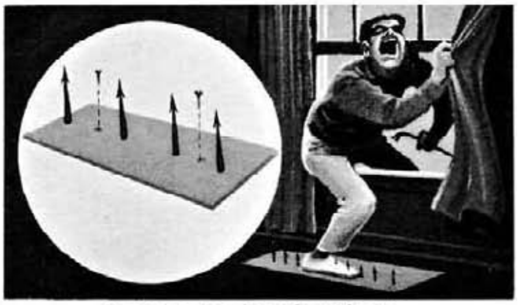

I'M SICK AND TIRED OF WAITING!
1. EVERYTHING COMES TO HIM WHAT WAITS? BALONEY! I'VE BEEN WAITIN' EIGHT YEARS AN' I'M SICK OF IT! HOW LONG CAN A WIFE, HUSBAND AND NINE KIDS LIVE ON RELIEF?
THIS IS THE TRUE LIFE STORY OF JOHN W. FURD--- MALCONTENT, GEORGIA--FROM OUR C.S.I. SUCCESS FILES.
JOHN! WHEN YOU GOIN' T' GIT A JOB?
DROP DEAD!
Romper Room
2 I COULDN'T REALLY BLAME JOHN FOR NOT WANTIN' T' GO TO WORK. BEST JOB HE EVER HAD PAID LESS'N WE GET FROM RELIEF!
3 ONE DAY, ON THE WAY OUT TO THE BACK HOUSE WITH A MAGA-ZINE, I SAW A AD...
THIS C.S.I. AD SAY THEY CAN TEACH ANYONE TO MAKE BIG MONEY NO MATTER HOW STUPID AN' SHIFTLESS THEY IS! THAT FIT MY JOHN PERFECT!
4 SO I SECRETLY SENT FOR A C.S.I. COURSE I THOUGHT WOULD FIT JOHN'S TALENTS.
JOHN! LOOKEE HERE! A C.S.I. COURSE OF HOME STUDY WHAT GOIN' T' TEACH YOU TO MAKE BIG MONEY!
DROP DEAD!
5 JOHN'S COOLNESS UPSET ME! NOT ONLY WAS I STUCK WITH A UNBREAKABLE CONTRACT--BUT IT TOOK MOST OF OUR RELIEF CHECK EACH MONTH!
ONLY ONE WAY OUT! I'LL TAKE THE COURSE MYSELF!
6 A FEW MONTHS LATER, I WAS A FULL-FLEDGED MEAT-CUTTER--MAKIN' BIG MONEY. AND BEST OF ALL, I DON' HAVE TO SUPPORT THAT NO-GOOD LAZY BUM HUSBAND SINCE HE MYSTERIOUSLY DIS-APPEARED THE NIGHT I FINISHED MY LAST LESSON!
CORRESPONDENCE SCHOOLS INTERNATIONAL CSI
2906 Depressed Area Road. Wheeling and Dealing. West Va.
I HAVE CHECKED THE BIG MONEY JOB I WANT BELOW:
Nuclear Physicist
Neuro-Surgeon
Research Chemist
Int'n'l Banker
Financier
Shipping Magnate
Philosopher
Genius
Oil Tycoon
Publisher
Stockbroker
Politician
President
King
Emperor
Dictator
Vice Lord
Mad Writer
Name
Age
Address
City
State
Sex
Present Job
Salary
How Much You Need To Live
Left Over For Us

NEW ITEMS ON THE MARKET



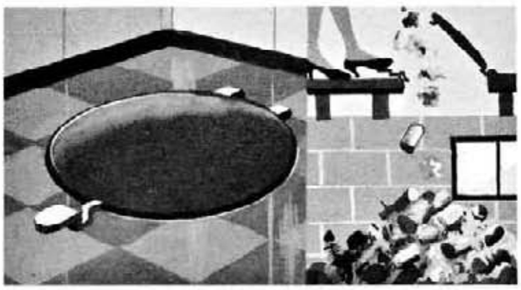
Electric Outlet Tester Cord

This simple device affords a simple, yet foolproof method for testing wall receptacles to find out whether current if flowing out or not. Available from "Hotline Industries, Inc." Dept. Bzzt, Black Hand, South Dakota. $2.95



Inexpensive Burglar Alarm

Here's a sharp little item. When placed beneath a window, it quickly discourages any burglar from breaking into your home. When you've made your point, an alarm is sounded, according to how loud the burglar yells. Now available through "Krook-Katch Industries," Dept. Y-i-i-i!, Hotfoot, Ohio, $5.95 each.



Ends Daily Garbage Problems

Installed in a corner of your kitchen floor, this attractive sunken garbage can lid ends the messy job of carrying out the garbage daily, and makes it an easy once-a-year affair, mainly when the basement is filled up. Available through "Yecchh Industries," Dept. Feh, Glop, Georgia. $11.95



FUN GUN

REAL, BUT HARMLESS!

Most States do not allow any guns sold without permits. Naturally, the type of people who read this ad, especially kids, have no such permits. But that's no reason to deny them the simple and harmless pleasure of owning and fondling and caressing their very own gun. So we've imported these lovely German automatics without firing pins. Naturally, without their firing pins, it's okay to sell them in every State, even to kids—but of course ONLY as collectors' items.

$9.98

FUN GUN • Box 5983, Luger, Wisconsin

FIRING PINS—ONLY 5c

A rare opportunity for collectors of firing pins. Our overseas buyer just happened to come upon a large collection of new firing pins that fit German automatics.

FIRING PINS, Box 5983, LUGER, WISCONSIN

NEW SECRET ARABIAN POWDER FORMULA

MAKES FISH BITE!



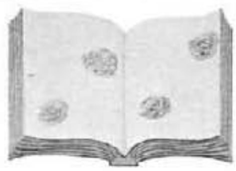
If you've ever been humiliated by fishing all day and not getting a bite, here is your chance to **get even.** This secret powder has been used by generations of Arab Bedouins. When sprinkled into water, it causes fish to suffer extreme **itching** sensation. Not having any way of scratching, the fish become frustrated, then furious. They **snap** at **anything.** No hooks or bait needed. Simply stick end of rod into water, and dozens of fish will clamp onto it. Caution: Powder's effects last for weeks,
SO SWIMMING CAN BE EXTREMELY DANGEROUS!

ITCHY FISHY BAIT

FISHY PRODUCTS CO., SUCKERCON, ARK.

BOOK OF SOLUTIONS TO 1000 REPAIR PROBLEMS

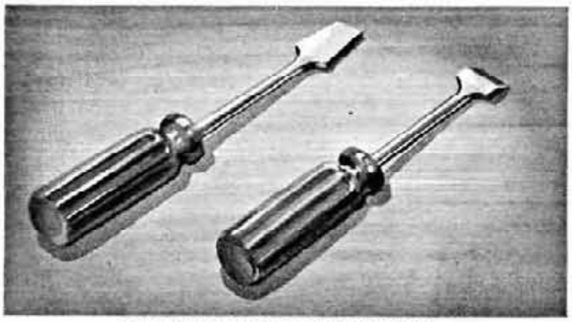
FREE!



Yes, you'll find the solution to every repair problem, and you don't need tools for any of them. Available free. Call your local telephone company and ask for

"THE CLASSIFIED TELEPHONE DIRECTORY"

HANDY HINTS FOR HOME WORKSHOPS



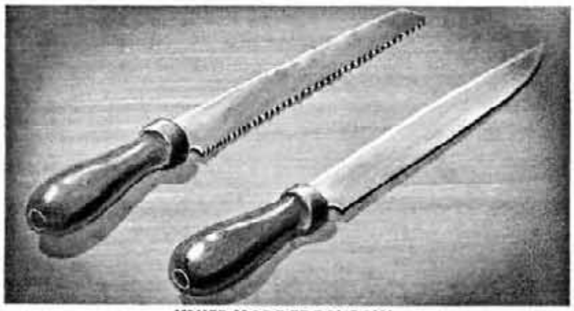
CHISEL MADE FROM SCREWDRIVER

Filing the tip of a screwdriver down to the widest part and honing it to a sharp edge is a quick, easy way to make a handy chisel.



SCREWDRIVER MADE FROM KNIFE

Now you need a screwdriver, because you made a chisel out of it. Don't fret. Simply snap off the tip of a knife flat, and you have it.



KNIFE MADE FROM SAW

You need a knife, but the one you had is now a screwdriver. Well, just file the teeth off a keyhole saw and then sharpen up the edge.



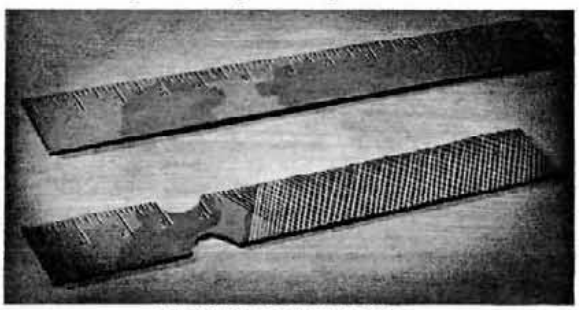
SAW MADE FROM SCRAPER

You're out a saw now, because it's a knife. Well, that's easy. Simply file some teeth into a paint scraper and you're in business.



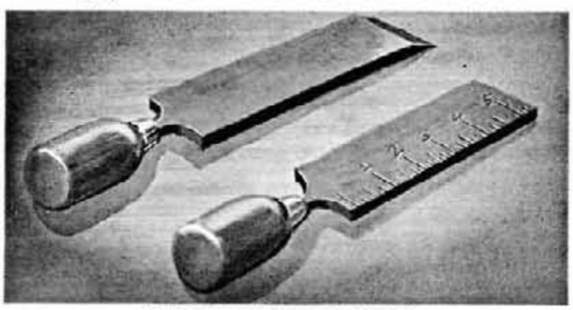
SCRAPER MADE FROM FILE

Your scraper is now a saw, so if you need one, take a flat file and grind all the cutting grooves off until it's flat and smooth.



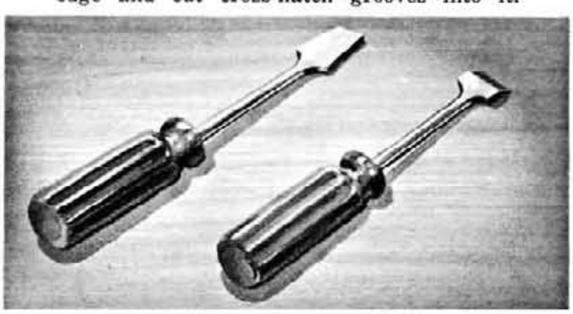
FILE MADE FROM STEEL RULE

If you find you need a file because your old one is now a scraper, take a steel straightedge and cut cross-hatch grooves into it.



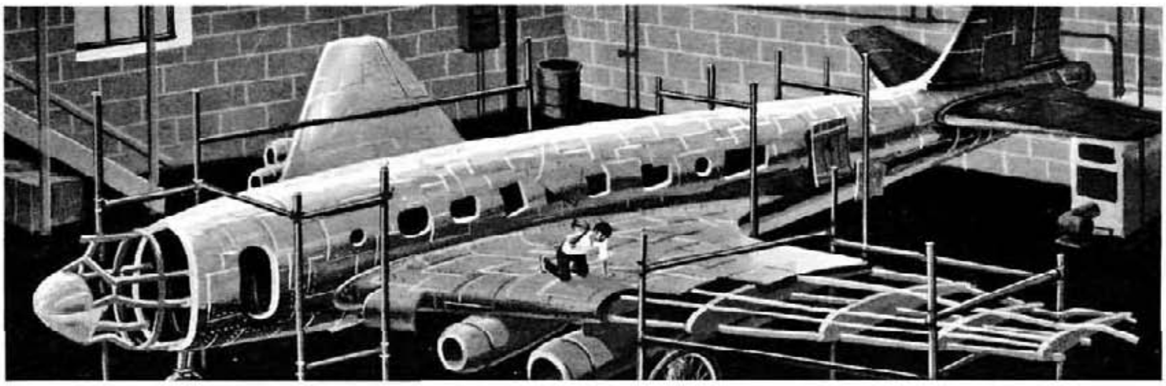
STEEL RULE MADE FROM CHISEL

Since your straightedge is now a file, and you'll be needing one, take a long chisel, mark off inches, and grind cutting edge flat.



CHISEL MADE FROM SCREWDRIVER

Filing tip of a screwdriver down to widest part and honing to a sharp edge is quickest way to make a chisel — and here we go again!



FULL SCALE *STRATOJET*

Built Entirely of Scrap Materials

THIS FULL-SCALE "STRATOJET," with a range of over 5000 miles and a cruising speed of over 600 mph, has been designed by our experts so that it can be easily constructed by our readers using nothing but scrap materials and items found around the home and in local junkyards.

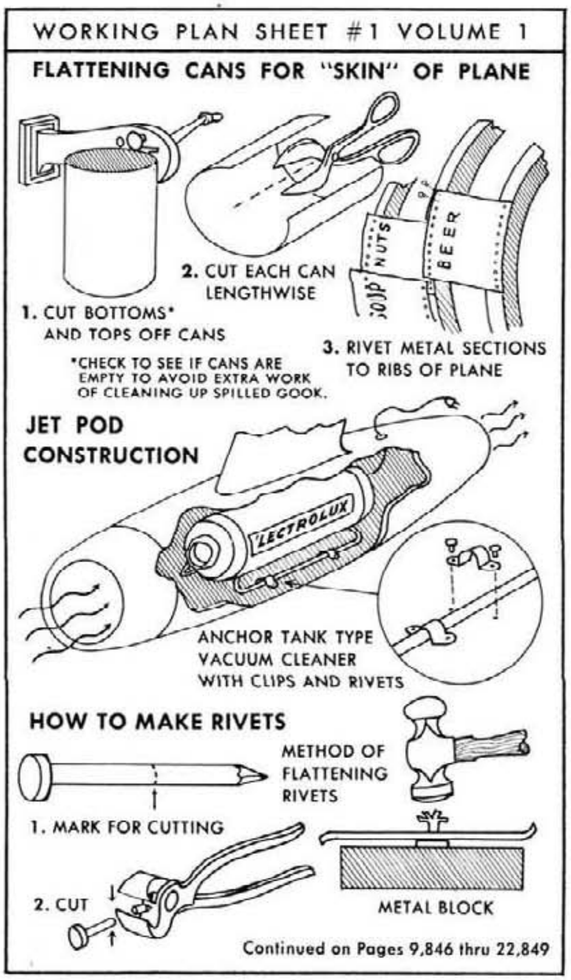
The plans (complete in this issue) clearly show how these items can be adapted to the project. For example, the jet engines are made out of old tank-type vacuum cleaners. The passenger seats come from razed movie theaters that have been converted into supermarkets. Many shortcuts have been included to speed assembly. Estimated time of completion, calculated on the basis of an average family working during spare time, is 385 hours. Of course, that's an average Popular Scientific Mechanic editor's family, which numbers 345 people. The average American family would have to spend about 132,625 hours. So set aside about 14½ years, gang.

But it will be all worthwhile. The advantages of owning a craft like this are limitless. For one thing, it can be operated profitably as a commercial conveyance in certain backward nations where safety inspections are not strictly enforced. It can also be used for personal pleasure as an ideal airborne mobile home.

Now let's get started: First comes the job of collecting the junk materials necessary. A 50-ton trailer truck would be helpful, but if this is not available, you can always employ other methods

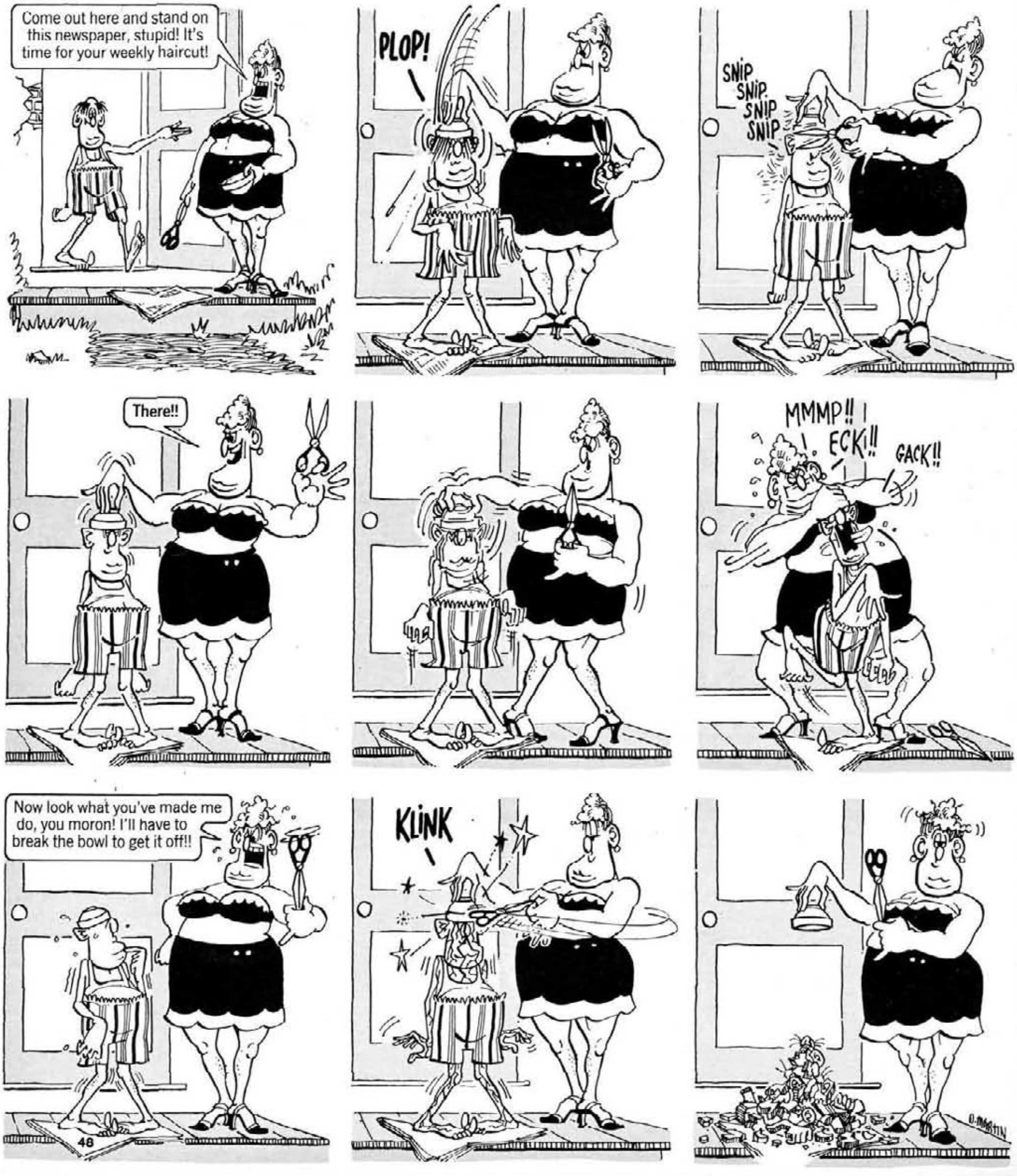
(Continued on pages 67 thru 3,488)

LIST OF MATERIALS			
AIRPLANE CEMENT	**None!** This is a full-size model, you idiot!	**TIN CANS**	3,746,982
OLD THEATER SEATS	**120** 3-seaters for first class **40** 2-seaters for economy class **2** 1-seaters for lavatories	**METAL RIVETS**	7,463,628,100.00 (Cont. on pg. 4101)
		WHEELS	**2** Volkswagen **4** Mack Truck
COFFEE CUPS	**120** plastic for 1st class **40** paper for economy class	**PROPELLERS**	Aw, c'mon, this is a jet!
DANISH PASTRY	**120** stale one-day-old **40** fresh	**TOOLS**	One each: Hammer, pliers, scissors, pencil, drill, saw, can opener, X-acto knife set, Box of Bandaids, Scotch Tape (Cont. on page 4101)



DON MARTIN DEPT. PART III

A DOMESTIC SCENE



JUST FOR THE RECORD

...THIS NEW

MAD ANNUAL

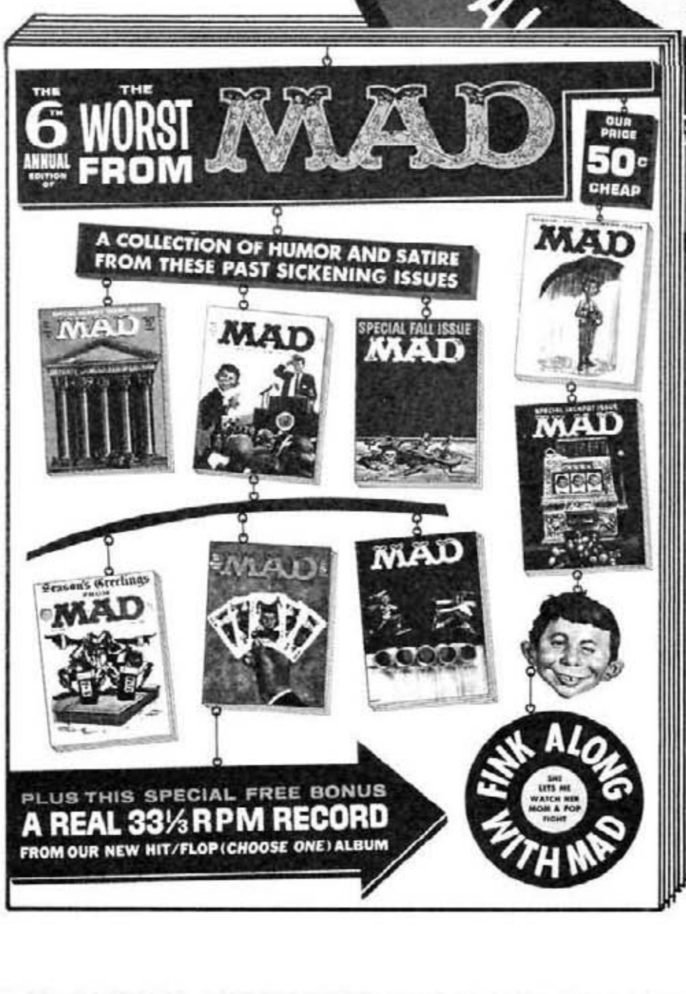
IS WORTH THE PRICE!

Mainly, the real

33⅓ R.P.M. RECORD

we've bound into every copy!
(The articles and ad satires are the usual garbage!)





STOP at your local newsstand today, buy a copy of this latest **MAD** annual, and rush it right home!

LOOK at all the hilarious articles and ad satires included — the best from past issues of **MAD!**

LISTEN to the **free** record-insert — a selection from our great new album, **"Fink Along With MAD"!**

AND YOU'LL DISCOVER YOU'VE BEEN RAILROADED INTO WASTING GOOD MONEY ON MAD JUNK AGAIN!

ON SALE NOW!

ANNOUNCING THE ALL NEW

1963¾ EDSEL



The '63¾ Edsel Suburban – a new concept in Station Wagons

Once again, the company that set the automotive industry on its ear when it came out with its '63½ models – which made all '63 models obsolete – scores again with the all-new 63¾'s!

Yessirree, we're taking the first steps toward "Planned *Monthly* Obsolescence" – when every car owner will be shamed into trading in his old June '64 car for a brand new shiny July '64 model.

EDSEL

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"Pioneers in Planned Monthly Obsolescence"